DOCUMENT RESUME

ED 239 635 IR 050 601

TITLE	National Libraries Section. General Research Libraries Division. Papers.
INSTITUTION	International Federation of Library Associations, The Hague (Netherlands).
PUB DATE	Aug 83
NOTE	134p.; Papers presented at the Annual Conference of the International Federation of Library Associations (49th, Munich, West Germany, August 21-27, 1983). For other papers presented at this conference, see IR 050 592-600.
PUB TYPE	Viewpoints (120) -- Reports - General (140) -- Speeches/Conference Papers (150)
LANGUAGE	English; German
EDRS PRICE	MF01/PC06 Plus Postage.
DESCRIPTORS	Developing Nations; Foreign Countries; Information Science; *International Organizations; Library Associations; *Library Services; Library Surveys; *National Libraries; Questionnaires; *Research Projects; *Technological Advancement
IDENTIFIERS	China; France; Goethe Institute (West Germany); *Information Technology; Library Publishing; *National Bibliographies; United Kingdom; West Germany

ABSTRACT

Papers on national library services and activities, which were presented at the 1983 International Federation of Library Associations (IFLA) conference, include: (1) "The National Library of China in its Gradual Application of Modern Technology," a discussion by Zhu Nan and Zhu Yan (China) of microform usage and library automation; (2) "The Catalogue and Bibliography Hall at the Bibliotheque Nationale: Tradition and Technology," a discussion of online search experimentation by Marie-Louise Bossuat (France); (3) "On the Way to a German National Bibliography of the 16th Century," by Irmgard Bezzel (West Germany); (4) "China's Four Modernizations and Library Service" by Hu Yaohui (China); (5) "Research and Development and Its Contribution to National Library Services," in which B. J. Perry (United Kingdom) reviews forms of government support for library/information science research and development in Great Britain; (6) "Die Bibliotheken des Goethe-Instituts im Ausland und die Bibliotheksarbeit im Ausland als Teil des Kulturpolitischen Auftrags des Goethe-Institut" (The Libraries of the Goethe Institute in Foreign Countries and Library Activities in Foreign Countries as Part of the Cultural Mission of the Goethe Institute) by Dieter Vollprecht (West Germany--paper in German); (7) "Publishing by National Libraries: Results of the (7) "Publishing by National Libraries: Results of the Pilot Questionnaire" by Stephen Green (United Kingdom), with a sample of the 1983 questionnaire provided; and (8) "The Management of Change," in which Guy Sylvestre (Canada) advocates a pragmatic approach to managing technological change in libraries. (ESR)

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

- This document has been reproduced as received from the person or organization originating it.
  Minor changes have been made to improve reproduction quality.
- Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

ED239635

INTERNATIONAL FEDERATION OF LIBRARY ASSOCIATIONS
General Conference, Munich, West GErmany, August 21-27, 1983
National Libraries Section. General Research Libraries Division.
Papers.

IR050601

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

IFLA

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

IFLA 1983

IFLA GENERAL CONFERENCE MUNICH 1983

Division: General Research Libraries

Section: National Libraries

139-NAT-2-E

THE NATIONAL LIBRARY OF CHINA IN ITS GRADUAL APPLICATION OF MODERN TECHNOLOGY

By

Zhu Nan & Zhu Yan
National Library of China

For internal use only:
to be brought to meeting no:
.....136.....
Remarks:
to be presented orally ☐
for distribution only ☒ IR

THE NATIONAL LIBRARY OF CHINA IN ITS GRADUAL APPLICATION OF MODERN TECHNOLOGY

By
Zhu Nan & Zhu Yan
National Library of China

Founded in 1912, the National Library of China has now a history of more than 70 years. In the year of 1949 when the People's Republic of China was founded, the Library got its rebirth. And now along with the country's development of modernization, the National Library should as well make its advance and keep abreast with the modernized libraries in the world. In recent years, one of the most important tasks undertaken by our Library has been to strengthen the development and management of the library's collection with the utilization of modern technologies, and to seek the final realization of the library automation which would suit the particular situation of our own country. Although we are limited by our unfavourable foundations, lack of personnel and financial restraint, we are determined with confidence to achieve this goal.

I

It has been more than one hundred years since the invention of the microphotography, and the first batch of microfilm equipments were imported in our Library in the latter half of 1940s. During these 30 years or more, these were updated and readjusted several times, resulting in an increase in the number of machines -- from the only one to the present fifteen. In addition, thirteen xerox machines were acquired, and the staff for this job has grown from two to more than thirty. Presently, we have two major business in this area, one is to microphotograph our collection, to replenish the collection, or to supply to users directly; the other is to provide prompt xeroxcopy service to the users, which is now a big business.

1. Photocopying and replenishing the collection. As China is a country with a long history of civilization, the amount of ancient literature inheritated from the past thousands of years, as well as current publications by the various nationalities in different regions is enormous. Today the total collection of our Library has exceeded the figure of 11,000,000 volumes, among which 2,300,000 are ancient materials, including bones and tortoise shells, stone rubbings, hand-written books, wood-block-printed books, maps, manuscripts of famous personages, etc. Of these the only-copy books and the very precious books which need to be microphotographed urgently number over 800,000 volumes. These ancient materials are not only the treasure of the Chinese nation, but also a part of the cultural heritage of mankind. For the purpose of preserving these ancient books and adding to the Library the lacking books and journals, we started in the 1950s to microphotocopy such materials. Having been microphotographed, the original book or documents will no longer be circulated, and the film copies or enlarged xerox copies would be made available instead. Such measure, together with the adoption of other protecting techniques as low temperature and airtight have greatly reduced the damaging factors. This proves that microfilming is one of the most effective methods in preserving ancient materials. But, up to now we have just filmed more than 80,000 volumes of the old books, which cover only ten percent of those which need to be copied. The speed of advance is by no means satisfactory. In order to further enhance the national preservation of the ancient books, a national plan for microfilming important old materials (including the newspapers and journals published before 1940) has been worked out by government departments recently, and accordingly our Library is to set up a microfilming centre. Thus the microfilming projects of our Library will all be included in the national plan, and a more speedy development in the future is expected.

2. Providing serv ces to both domestic and foreign users. The National Library every day receives a considerable number of users from government organizations, research institutions, productive units, as well as foreign students, specialists and users from various foreign agencies in Beijing. And our Library does its best

to meet their needs for copying materials of our collection. We are doing this service through the following ways.

a. Service to readers came to the Library for copying purposes. This has been one of our major services for many years, and also the biggest portion in photocopying. At the moment, xerox copying is the main method, and due to the limits of our conditions, the machines are operated by the staff instead of the readers themselves. Nevertheless the service is highly appreciated by the users, as they can obtain their copies in a short time.

b. Service to the users requesting through correspondence. Since this service saves users' time in traveling, business of this kind has increased by over ten times.

3. Service to the international lending and exchange. It is a commonly-used method of all modern libraries in the world to supply micro-form rather than the original books for the international lending and exchange. The National Library started this business in the 50s. Since 1970, with the development of our country's cultural interflow with other countries, this work has also developed rapidly.

At present, we are, on the one hand, continuously increasing the variety of micro-forms and the quality of the products, and on the other, improving the pre-photocophing arrangment of materials, the cataloguing, and the giving of subject headings for retrieval while enhancing quality-checking for the micro-form products as well as the good storage of the master negatives. In all procedures of microfilming, we tried our best to adopt the international standards, should the conditions permit. For the weak parts where the international standards can not be applied at this moment, we are to improve the conditions so as to be able to apply them at an early date. Moreover, we are also considering the use of computer in the microfilming technique.

II

The predominant implication of "applying modern technology

in library work" is to use electronic computer in major library procedures, such as acquisition, cataloguing, information retrieval and circulation management. In this aspect, we have done and are undertaking the following preparations and experimental applications.

1. Setting the fundamental object of the automation programme for our Library. As a national library, our Library has, for many years, taken as its responsibility the compilation of the national centralized catalogues and union catalogues. In order to implement the functions of our Library, we set it as our fundamental object in automation the building of our Library into an automated bibliographic centre. This means our Library should be able to compile in time and distribute at home and abroad the machine readable catalogues and other forms of bibliographic products of the current publications of our country; to compile and distribute the retrospective MARC catalogue of the Chinese publications; to compile timely and distribute domestically the MARC catalogue and other forms of bibliographic products of the foreign publications acquired by our Library; to compile various sorts of union catalogues and national bibliography in collaboration with other libraries and publishing units; to build up a data-base with sophisticated functions; and to provide users from all walks of life with satisfactory information retrieval service through the on-line network systems. Therefore, the compilation of MARC for both Chinese and foreign publications is one of the major basic work of our Library.

2. Training personnel through utilization of foreign MARC. Library automation is indeed a work of complexity, which involves many departments of the concerned organization, and depends not only on the capacity and the quality of the computer and its accessory equipments, but also the quality of the library's foundation work at all levels. It requires the efficient cooperation of competent computer personnel and library professionals. But unfortunately we started working on this field quite late, so the present foundation is by far not solid and stable. In view of this situation, when we proceed with our automation programme, we must progress step by step, from simple and easy operations to more sphisticated and

complicated ones gradually. In the latter half of 1980, when we were not yet ready to develop Chinese MARC, we first of all imported the MARC tapes destributed by the U.S. Library of Congress, with which we conducted tests for simulating systems for acquisition, cataloguing and information retrieval, and provided the subject retrieval service as well as all kinds of bibliographic products to the users of our Library and of other libraries as well. Furthermore, we set to work on compiling MARC for periodicals in Western languages (union catalogue). As a result, we can now operate the initial cataloguing and ordering of periodicals. Both the librarians and the users are satisfied with the supply in short time of catalogues and indexes with extensive content and high quality, which were used to be regarded as tough work for manual operation. Thanks to these preliminary practice, we have thus gained a better understanding in major aspects of bibliographic automation, and also the experiences for producing our own MARC and using the MARC to provide service of all kinds. Our ability of system analysis, programing and operating has been further enhanced. All this helped promoting the combination of traditional library operation with modern technology, and the realization of library automation.

3. Improving the foundational work to speed up the Chinese bibliographic automation. China is the birth place of Chinese characters. In the over three thousand years since the appearance of the inscriptions on bones or tortoise shells of Yin Dynasty ruins, there recorded an extremely rich Chinese cultural heritage. China today is continuously creating its culture and civilization. In the last few years, there has been a significant growth in Chinese publications, with an average annual figure of 26,000 new titles (excluding those published in Taiwan Province), and nearly 10,000 titles of Chinese journals. So, it becomes a matter of great urgency to compile and distribute Chinese MARC at the earliest date so as to accelerate the dissemination and sharing of the Chinese materials at home and abroad. And without doubt, it is the responsibility of the Chinese libraries. However, since we do not have the required foundation, there is still a lot of work to be done, and it is predicted that it would take quite a few years to achieve the goal. Presently, we are in the process of doing the following.

a. The standardization of descriptive rules and MARC format. Ever since 1982, initiated by the China National Technical Committee of Standardization for Documentation, the libraries and information institutions have been formulating, according to ISBD, the uniform general descriptive rules for Chinese publications, as well as the specific rules for Chinese books, serials, ancient books, non-book materials, etc. We have already worked out GB2901-82 magnetic tape format for bibliographic information of literature, based on ISO2709 Information Interchange Format, and we plan to formulate a machine communicating format applicable to all forms of publications. During the formulation of the above standards, our leading principle is to make our standards as close as possible to all corresponding international standards in existence, in order to facilitate the interchange.

b. In 1980, in collaboration with other relative institutions, we completed the compilation of "Chinese Thesaurus", which is already published. This Thesaurus has taken in 100,000 words and phrases, and the method of word-forming is suffixal, as it would facilitate retrieval by machine. It is now being used on probation by certain institutions, and further revision is expected. Also, the establishment of the Chinese personal and corporative names authority files are under the consideration and planning.

c. In 1981, the China National Standardization Bureau issued "Code of Chinese Graphic Characters for Information Interchange (Primary Set) GB2312-80", which includes 6,763 frequently used characters, and can meet the general processing needs of the users. To satisfy those users with complexed processing purposes, the 1st and 2nd suplementary sets, with the total inclusion of 16,000 characters, are presently being prepared. In the meantime, we also plan to compile a "File of Chinese Character Attribute" to fit the Chinese character processing which requires multiple functions.

d. In the last few years, researches on different approaches of inputting Chinese characters into computer have been widely carried out, and as a result, several hundreds of methods have been devised. All these methods fall within five major ones, which are: a) whole character inputting; b) radicals-components inputting; c) inputting by form and supplemented by Pinyin; d) inputting by Pinyin and supplemented by form; and e) Pinyin inputting. Although the perfect method has not yet appeared, there

are already a number of methods available, which can manage to input 60 or more characters per munite. There already appeared computer processing systems for Chinese characters (both soft and hard wares), some are China-made, some are made in cooperation with foreign enterprises. These devices are still under further development and improvement, while some are already being put into use in management and information retrieval of small-scale. Presently, some units are establishing or designing the Chinese information retrieval systems of a large-scale.

On the whole, the conditions for Chinese libraries to develop Chinese MARC have been gradually created and improved, and we are now enthusiastically making preparations for starting this work, and will try our best to make a speedy advance. As mentioned above, we are after all limited by our existing foundation, so we can not but advance bit by bit based on our own conditions, making a long-term programme on one hand, and on the other, starting with those applications which could bring about immediate economic effects. With the awareness of our lack of experience in designing and operating large-scale automated bibliographic systems of both Chinese and foreign languages, we hope earnestly to learn from and exchange experience with the colleagues from all countries in the world, to take the advantages of other's experiences and avoid mistakes so as to contribute to an early realization of the automation in processing information in Chinese -- one of the oldest languages in the world.

Thank you.

IFLA 1983

IFLA GENERAL CONFERENCE MUNICH 1983

Division: General Research Libraries

Section:

18-GENR-1-E

The catalogue and bibliography hall at the Bibliothèque Nationale: tradition and technology

by

Marie-Louise BOSSUAT

Head

Department of Printed Books

Bibliothèque Nationale

Paris, France

For internal use only:
to be brought to meeting no:
. . . . . 77 . . . . . .
Remarks: Si
to be presented orally ☒
for distribution only ☒

The Department of Printed Books of the Bibliothèque Nationale receives around 175,000 readers annually and issues to them more than a million volumes, or slightly less than a tenth of the Department's holdings. What are the means available to readers to draw up references, identify the works they wish to consult, and to receive them?

For the last fifty years, the Bibliothèque Nationale has made available to its readers a catalogue and bibliography room, which is now called the Julien Cain Room as a tribute to the Administrator who founded it. Readers can find brought together in this room all the printed and card catalogues of the Department of Printed Books, and a national and specialized bibliographies (around 15,000 volumes); in other words, all the traditional means of documentary research and identification of works.

Back in 1978 it had been thought that these means could be supplemented and improved by the use of new technology allowing readers access to the databases created a few years before. This experiment lasted several months, but was abandoned for reasons which we will examine later. However, the results were interesting, and even positive, despite the relative lack of publicity given to the experiment.

The reactions of readers and especially of librarians were varied, probably a bit hasty in view of the limited duration of the experiment, and did not take sufficiently into account the fact that databases in the humanities were then in their infancy. This is why no other trial has been carried out since 1979. It could even be said that the use of the new technologies has been rejected, at least provisionally, and that they were abandoned with no regard for their benefits for readers, and despite the limited yet significant results which were obtained.

For several months now, in the light of the experiments carried out in the university libraries (all equipped with terminals) and in the Bibliothèque Publique d'Information, we have thought it desirable again to offer our readers the possibility of using database resources.

But before a decision is taken, we also want to be quite clear that noticeable improvements to reader services will result. We know that such an operation represents a heavy investment: for the construction of a special room, installation of the necessary equipment, recruitment and training of personnel, and also the cost of searching. This investment must be justified. We must be sure that our readers will see its value and will use these new possibilities.

With the help of my colleagues in the Catalogue Room and the Information Service, I have tried to analyse all the factors involved, to make a decision on the most complete information available. It seemed to us that we needed to know more about our readers and their research, the help that they are able to get at

present in the Catalogue Room, the extra help that databases can provide them with, the reactions of readers and librarians to new technology, and to consider the financial implications of on-line searching.

Readers in the Bibliothèque Nationale

In 1982, the reading rooms of the Department of Printed Books received more than 187,000 readers.

The following analysis of the total number of readers coming to the Bibliothèque Nationale is based on data supplied by our information service.

The analysis is based on the type of research carried out, linked with qualifications or otherwise of the readers (university, professional or personal research). No account was taken of the subject field or the duration of projects, and no distinction made between French and foreign readers. The analysis was based on a limited period which appeared fairly typical.

The distribution of readers was as follows:

- University teachers 15%
- Postgraduate students: Masters, doctoral, post-doctoral and foreign equivalents 47%
- CNRS* researchers, curatorial staff from libraries, archivists, etc 6.7%
- Writers, journalists, art critics 5%
- Editors, documentalists and library students 5%
- Architects, collectors, art lovers, numismatists, magistrates, engineers 2.7%
- Specific queries in bibliography, genealogy, local history etc 18.4%

It should be noted that these statistics relate to the overall number of readers in the Bibliothèque Nationale and not exclusively to those in the Department of Printed Books; but one should add that the Catalogue and Bibliography Room is used by those who also use the other departments of the Library. Finally, it should be added that researchers and university staff, and readers in general, are interested only in the humanities in the broadest sense (literature, history, fine arts, philosophy, economics, sociology, law, etc) and that their interest in the exact sciences or technology is exclusively historical.

* Centre National de la Recherche Scientifique

In the Catalogue Room there is a wide range of traditional printed bibliographic material available to readers. It will no doubt be useful to list this:

- all the printed or card catalogues of the Department of Printed Books: catalogues of anonymous works, authors, subjects and periodicals, and classified catalogues, etc,

- a choice of printed catalogues of the other departments of the Bibliothèque Nationale, of some libraries in Paris and the provinces, and of foreign libraries,

- the national bibliographies of France and other countries,

- French and foreign specialized bibliographies exclusively in the humanities.

The Catalogue Room puts out monthly lists of recent acquisitions cumulated in an annual list of New Reference Works which it acquires, to keep its readers quickly and rapidly informed. In 1981 it also put out a List of Serial Publications. At present all this bibliographical material seems to fully meet readers needs. It should be added that our readers, who are historians, writers, researchers in the humanities, genealogists, etc are more interested in the older collections than in those of the last twenty years. They almost never consult only very recent works, except for complementary information or to answer specific questions.

90% of the Department's stock was published before 1970, the starting date of the first databases, and it can be stated, even without very precise statistics, that 75% of issues are works previous to that date, books or periodicals, which of course are not on any of these databases.

Among the readers in the Catalogue Room, the "regulars" form a special category. They are generally very well acquainted with its resources, are used to using the bibliographies in their own fields and the relatively complex catalogues of the Library, and need the help of the librarian on duty only for precise queries: for a work not found in the catalogues, an incomplete reference, an author impossible to identify, or a bibliographic search in a subject outside the researcher's own field.

The other readers who come to the Department of Printed Books irregularly or for the first time are generally surprised by the apparent complexity of the Catalogue Room. In such cases the library staff make themselves available to give them all necessary information on the contents and resources of the catalogues, lists or bibliographies. They also receive several free brochures to guide them in their research. The readers are generally agreed in finding the information provided in the Catalogue Room to be very satisfactory and adequate. According to the readers themselves, it seems that this service, which one could call "bibliographic

information on demand", is peculiar to the Bibliothèque Nationale. It frequently happens that certain readers beginning research on the Chanson de Roland, or "the Crusades", or "Women in Algeria" start to prepare their lists of references, with the help of all the bibliographic tools in the Catalogue Room, and then go to consult the works themselves in some university library.

The Catalogue Room also responds to postal requests for information, but the Library no longer has an information service able to carry out large-scale literature searches. Would on-line searching of databases allow us to set up or improve such a service? Only partly, it seems.

A quick survey of readers revealed that they did not think searching of databases was indispensable. They are wary of the cost; and generally the personalized information service available appears to them preferable to the use of a machine!

Is it possible, one wonders, that readers find it quite normal that the Bibliothèque Nationale, a venerable old lady, should not use new technology? It is true that the national database, which contains catalogue records of all works since 1975 listed in the Bibliographie de la France, (records prepared in the Bibliothèque Nationale), has never been directly available on-line in the Catalogue Room, and both readers and library staff continue to search through the printed issues.

However, mention must be made of an experiment carried out five years ago.

Operation Cibilline: standing for "Centre d'interrogation du livre de la Bibliothèque Nationale".

In 1978, a trial of on-line searching on databases was carried out in the Bibliothèque Nationale. It was not directed by the curator in charge of the Catalogue Room, as might have been expected, no doubt because the physical installation of the terminal was awkward and also because the librarians were hardly in favour of the operation. The terminal was set up in one of the enquiry offices of the Information Service situated in the entrance hall of the Library. It was not linked to a VDU but to a printer.

Readers were given no publicity for this new service - there was merely a notice on the desk of one of the librarians in the Information Service announcing to readers that some databases were available for searching. The lay-out of the area meant that when there was a large number of readers requiring cards, on-line searching ceased.

The databases available for searching were in: energy economics, employment and training, history of science, information science and law, educational sciences, sociology, and the Documentation Française database. Those in sociology, educational sciences and history of science were the most used. The results were generally satisfactory or fairly satisfactory.

Who were the users of this service? Masters or doctoral students were the most numerous, and we have already seen that they form the majority of the Library's readers. Next came the university researchers, or those working in research establishments, or doing personal research. They formed a large group, though less numerous than the students. They came first out of curiosity, and then to verify their own literature searches. However all the searches carried out were genuine and corresponded to readers' specific requests.

Reactions of readers to Operation Cibilline:

Those who were students at Masters or PhD level, that is to say readers generally starting out on their university research and still lacking a complete grasp of their subject and not fully experienced in bibliographic searching, generally showed great curiosity and interest in the new technology and its possibilities, and appeared to be in favour of using it. However, it is not certain that they would have been equally inclined to search on databases if they had had to pay.

The university researchers declared themselves satisfied, bearing in mind the information provided and the limitations of the databases used (let us not forget that the trial was carried out in 1978/1979). It seemed at that time, to the staff of the Information Service, that this category of users was especially interesting; for it represented for the Bibliothèque Nationale potential regular users of an automated information service. If the experiment had not been stopped (because of the requirement to pay a subscription to the databases) it is conceivable that the number of these readers would have increased, thanks to a wider awareness among readers of the potential of on-line searching and of the bodies possibly able to give them financial assistance; and thanks also to the development of French databases, and the possibility in the future of searching on foreign (especially American) databases.

It was also noticed that some of the users, during the course of this experiment, often were not using the resources of the Catalogue Room at all well, and that they were led by the experiment to use them better. The terminal had also given them access to documents, especially foreign ones, which they were unaware of.

These then are the conclusions tentatively put forward by the librarians who, for eight months, had prepared readers searches and searched the databases with them.

Reactions of the Library staff:

This trial of Cibilline appears to have been very positive for the staff of the Information Service. They refer to it with enthusiasm, and they found it very interesting and a further occasion for working with readers. Analysis of readers' queries,

and defining with them their search terms, consulting search manuals and learning the new techniques all seemed to them very positive and rewarding even though the searching was not carried out in ideal conditions.

The reactions of the Catalogue Room staff were quite different. They were distinctly mistrustful of the databases: one rather got the impression that they were afraid of finding in them serious and unreliable competitors. In support of their views, they quoted certain searches which had yielded unsatisfactory results: a question on "colours" in general retrieved only a reference to "coloured people"; a student writing a Masters dissertation on the theme of "Death in the Life and Work of Pascal" retrieved no relevant references, only ones to religious attitudes to death, not connected with Pascal; another searching on "Administrative and legal conflicts in Architecture" retrieved only a reference to the class struggle!

Obviously the databases available in 1978 were up to five years old, and their potential usefulness was therefore limited; and so in certain cases the search terms had to be broadened to retrieve anything, at the expense of precision. Also, the Information Service staff were still unfamiliar with the new technology and the use of the search terminal. Their training had surely been too rapid.

Moreover it is absolutely certain that database searching can only be done after an in-depth literature search, which was not possible in the Information Service. As proof of this, two examples can be quoted: an on-line search on the theme of "anarchy' retrieved only a few interesting references, whereas three printed bibliographies published in 1897, 1972 and 1982 formed a rich documentary source; and a recent question from a reader on the theme of "wandering" in literature would have found no echo in the databases, whereas a librarian experienced in literature searching had been able to find interesting references under other items.

At present, it seems that the attitude of our colleagues in the Catalogue Room has changed: they will allow the terminal (if the Bibliothèque Nationale decides to install one) to be installed in the Catalogue Room, or nearby, but they are not yet quite convinced of the need for it. We have found it necessary to discuss with some of them the conditions under which a terminal might be installed and used in the Department of Printed Books.

The problems to be overcome

The terminal must be installed in a special room near the Catalogue Room but separate from it, for the staff to receive readers and work with them before the search (whether in on-line or batch mode). Such an installation will no doubt be possible in suitable conditions, when certain services presently housed in the main Library building have moved to new premises currently being built. We will also have to allow for the possibility of searches being

carried out from other departments of the Library, at some distance from the Catalogue Room.

The staff need to be trained. It is imperative that the librarians attend courses, and that they should wish to be trained to acquaint them with software and searching. In the Bibliothèque Publique d'Information (Public Information Library, in the Pompidou Centre), ten librarians make up the team operating the enquiry terminals, and they specialize in searching on particular databases: this seems the right solution. Should we send the eight librarians and assistant librarians in the Catalogue Room on a training course? Undoubtedly, for some of them; but the number of posts will have to be increased also, since remote searching will complement but not replace the service in its present form.

Moreover, in a library as all-embracing as the Bibliothèque Nationale, the librarians have to answer queries on a wide range of topics. It will certainly become imperative for the staff to take on subject responsibilities in order to search the files as cost-effectively as possible.

It is also necessary to determine which French and foreign databases match our readers' interests. Thus we have listed around thirty (in history, biography, fine arts, sociology, law, economics, legislation, statutes, French politics and jurisprudence and philosophy), most of which have corresponding printed indexes.

But it is quite certain that subscriptions to databases must in no case lead to cancellations of the paper products. There is general agreement, furthermore, that the indexes of the printed bibliographies are superior to the search manuals (of which generally a very bad feature is the lack of standardization). The majority of these printed bibliographies are currently received in the Catalogue Room.

In addition to searching on specialist databases, we must also plan for the use of national bibliographic files, both French and foreign.

Readers must be made more aware of the use of new technology, but first librarians themselves must have a greater awareness of it.

The use of a database must not stop with the delivery to the reader of a printout of the required references. The Bibliothèque Nationale must be able to supply most of the periodicals or works listed. If that presents no problem for references to French publications received on legal deposit, the same cannot be said for foreign publications where we have limited our acquisitions, obviously for budget reasons. We will be obliged to direct the reader to other establishments. It would be extremely bad publicity for the Service, were we to provide the reader with an unusable list of references under false pretences.

Last but not least, an important problem is that of search charges. The Association of French Librarians recently devoted a one-day workshop to the problem of charging for on-line searches. Taking part were representatives from the Bibliothèque Nationale, from French and foreign university libraries, specialized documentation centres and the Bibliothèque Publique d'Information. In the latter library, searching of databases is free, and it seems that readers have not abused this facility which is controlled by the librarians. Some participants argued against charges by saying that library services are free, once enrolment fees (if any) have been paid, and that subscriptions to databases will replace subscriptions to printed bibliographies, so consequently their consultation should be free just as it is for the printed versions. Others thought that libraries could be content with a nominal contribution, and that at least at the start consultation should be free. Trials have indeed proved that if charges are imposed for a second year of database use, after a first year in which it was free, the number of customers drops by 56% but that it goes up again in following years.

What is certain is that on-line searching costs a lot - from 93 to 134 French francs in 1983 for fifteen minutes of connect time - that it is a very expensive service with high technical costs bringing an improvement of the bibliographic service. The hosts and the database producers are structured as commercial services and the Library acts as an intermediary. It is probable also that some researchers will be able to get special research grants from their establishments. The Bibliothèque Nationale charges its readers an enrolment fee varying from 50 to 100 francs (depending on the type of card) with a 50% reduction for students. The only service charged for at present is photocopying. The readers make frequent and vigorous protests about the rate (2 francs per page), but continue to make vast numbers of copies: far too many surely for the proper conservation of the works, for photocopying has become a necessity for them.

It may be thought that search charges will drive away un-motivated readers, that "good" readers will appreciate the time saving and a service closer to their needs, and that they will consider new technology in the field of documentation as complementary to the printed products paid for in the normal way; and that satisfied customers will return as on-line searching also becomes a need.

These, then, are some of the thoughts suggested to me by this confrontation between the achievements of a traditional and yet satisfactory service and the possibilities offered by new technology. Information technology has made an undeniable contribution to librarianship over the past decade, even if one's experiences of it have not always lived up to expectations. But I believe that the reassuring and satisfactory aspect, for our colleagues in the Catalogue and Bibliography Room of the Bibliothèque Nationale, attached to their traditions, is that automated searching must be conducted by a librarian if it is to be economic. It is not enough to know that the query is within the

scope of a particular database: it must still be prepared and formulated in such a way that searching is possible and the results positive.

It seems to me certain that traditional bibliographic work and the use of databases are not contradictory but complementary; that any machine search must be preceeded by an extensive literature search; and that the librarian will remain the professional intermediary between reader and information; whether this is contained in a printed bibliography or an automated data-base. The latter is only an extra and occasionally confusing tool, whose potential can only be rejected or refused at the risk of depriving readers of the rapid information which they have a right to expect. Philippe Coulaud, at the end of his report on the use of new information technology in the Bibliothèque Publique d'Information, wrote: "Paradoxically, these databases give rise not to a new generation of readers, but rather a new generation of librarians".

I cannot subscribe to this view, perhaps because of my thirty years in librarianship, for I believe that information technology is a new and powerful tool, which all librarians must agree to use, but it cannot and must not become an end in itself. The purpose of our profession remains to allow our readers access to documents and especially to books - and information technology must help us without replacing us.

In conclusion, I think I have convinced myself and I hope also that I have convinced my colleagues of the need for a new and lasting Operation Cibilline at the Bibliothèque Nationale which would then without doubt fulfil its pre-eminent role in the dissemination of information even better than it does at present.

Some bibliographic references:

1) Association des Bibliothécaires Français. Journée d'étude. 1983, 10th January. Paris - "Information: service gratuit? serivce payant? L'accès à l'information moderne peut-il demeurer un service gratuit?"
(In: Bulletin de l'Association des bibliothécaires français, in the press).

2) Association Nationale de la Recherche Technique. Paris. "Répertoire des banques de données accessibles en conversationnel". Paris, 1983.

3) CHAUVEINC, Marc - "Le Réseau bibliographique informatisé et l'accès au document" - Paris, Editions d'organisation, 1982. 295 p. (Collection: Système d'Information et de Documentation).

4) COULAUD, Philippe - "La Télématique documentaire à l'épreuve: usages et usagers des bases de données à la B.P.I." Centre Georges Pompidou, Bibliothèque Publique d'Information, Service des études et de la Recherche. Paris, 1982. 107 p.

5) KALTWASSER, Frank Georg - "Libraries as information service agencies". In: IFLA Journal, 8 (1982), (2), pp. 147-158.

6) "La place de l'informatique dans la recherche en sciences humaines et sociales". In: Temps reel, 1982, 4 Jan., pp. 29-33.

7) "Les Sciences humaines et l'informatique: Les banques de données; comment les utiliser au bénéfice de la recherche scientifique. [Report of the] Commission CNRS-INRIA sur les bases de données. n.p., 1982. 25 p.
(Supplement to: Bulletin de liaison de la recherche en informatique et automatique, 1978, May 1982).

M-L Bossuat (France) The catalogue and bibliography hall at the Bibliothèque Nationale: tradition and technology.

In the catalogue and bibliography hall at the Bibliothèque Nationale readers have available the printed and card catalogues of the Bibliothèque Nationale and of important foreign national libraries together with a large collection of specialised bibliographies. Although the Bibliothèque Nationale, thanks to the legal deposit system, is comprehensive in its acquisition of French material, it is selective in the acquisition of foreign publications. The latter cover the humanities in the widest sense: history, language and literature, fine-arts, law, religion, philosophy, sociology, the history of science, etc. Staff select the bibliographical tools which are made available to students with the aim of assisting with enquiries in these particular subject areas. Until now it would appear that these catalogues and directories have satisfied the needs of readers who in the main are academics, research students, writers, journalists, genealogists etc.... In 1979 it was decided to experiment with the use of computerised databases in the field of the humanities; for various reasons this was not continued. At present, consideration is being given to the possibility of interrogating the national bibliographic database and specialised databanks in the humanities. Will this provide a better service to readers? Shall we be able to do more for them, bearingin mind the cost of this new service? Will the traditional methods of research give way to the new technology? Are library staff and readers in favour of this development?

These are the many questions which the author tries to answer.

IFLA 1983

IFLA GENERAL CONFERENCE MUNICH 1983

Division:

Section:

99-NAT-1-E

On the way to a German national bibliography of the 16th century

Irmgard Bezzel

Project leader for the "Verzeichnis der Drucke des 16. Jahrhunderts aus dem deutschen Sprachbereich" (Catalogue of 16th century printed books from the German speaking areas)

Bavarian State Library

Munich, Federal Republic of Germany

For internal use only:

to be brought to meeting no:

.....136.....

Remarks:

to be presented orally ☒

for distribution only ☐

On the way to a German national bibliography of the 16th century.

by Irmgard Bezzel

The Bavarian State Library in Munich and the Herzog August Library in Wolfenbüttel have been working intensively since 1969 (with the support of the German Research Society) on the bibliographic research of 16th century printed books. Results of this undertaking can be seen in the first volume of the catalogue "Verzeichnis der im deutschen Sprachbereich erschienenen Drucke des 16. Jahrhunderts" recently published by Hiersemann in Stuttgart. This work, which will probably comprise 40 volumes, will form the base of a German national bibliography of the 16th century. I would like to introduce it to you here.[1.]

Name and concept

First of all, let me explain the somewhat long and awkward name of our publication "Verzeichnis der im deutschen Sprachbereich erschienenen Drucke des 16. Jahrhunderts", (Catalogue of 16th century printed books published in the German speaking areas) which is hereafter cited as VD 16.

It did not seem sensible to restrict the area of research for a retrospective national bibliography to the current German territory, that is to say, the Federal Republic of Germany, or to the two German states. Rather, it seemed for historical and history of printing reasons more logical to group together for the purposes of a bibliographic investigation the German language and culture areas contained within the rather vague borders of the 16th century. Taking into account the current states, this includes: the Federal Republic of Germany, the German Democratic Republic; and to the East, Austria, parts of Poland (Wroclaw, Gdansk), certain Russian cities (Kaliningrad); to the South, German-speaking parts of Switzerland with such important printing centers as Basel and Zurich, and to the West, Alsace with its rich book production, for example, Strasbourg.

In contrast to the English Short-title Catalogues, the German language works printed outside of the above-mentioned geographic area have not been listed.

Coding according to languages, 60 % of the described works are in Latin, since in the 16th century Latin was the internationally understood language of the educated, and 30 % of the writings are in German. The remainder of the works are divided (in descending order) among the following languages: Greek, Hebrew, and modern foreign languages. The "Verzeichnis" therefore offers far more than merely a list of German texts.

The form of the publication

The publication of the Munich and Wolfenbüttel titles was foreseen from the beginning of the project's planning. Because of the high costs, conventional book-printing was not taken into consideration. The possibility of microfiche editions was also discussed, as was the later transfer of the information onto computers. We decided upon a publication in book-format, using reprographic procedures. The anticipated advantages of a printed edition include, among others, easy usage, and independence from reading appliances and other technical aids. The "Verzeichnis" is perhaps the last large bibliographic undertaking that will not be computerized.

The photocopying of typewritten title cards printed by offset is by no means a new technical procedure. However, many of the bibliographies and catalogues put out by Hall (in Boston, Mass.), or those modelled after Hall, did not meet our expectation in terms of quality.

In order to guarantee the clearness and readability of the titles, only 10 cards, divided into two columns, will be arranged on each page of the "Verzeichnis". The entries will be reduced to 75 % of their original size. This reduction in size and therefore the readability are thus more satisfactory than most of the other catalogues produced in the same way.

-/-

The arrangement of the publication

Due to the generous proportion of the type, the printed catalogue will comprise some 40 volumes of about 800 pages each, and is divided into three sections. These correspond to the three catalogues adapted to each other which have been piloted since 1969 in Munich.

Section 1: authors - corporate bodies - anonyma

This section, with its approximately 165,000 cards or 20 volumes, forms the largest and most important part of the catalogue. The first volume of this section has been published. It contains, in a continuous alphabetical sequence, entries and references for the letter A , along with an introduction that is also translated into English and French.

I would like to point out the following typical characteristics of our bibliographic work:

- The entries have as a rule been written from books in hand. In this way the perpetuation of errors from existing secondary sources has been avoided.

- The bibliographical description[2.] follows the method of so-called diplomatic transcription (developped for the description of incunabula). Line endings are indicated, and the original's orthography is maintained.

- Additional writings which are linked to a major work will also be recorded.

The publication of several tracts on identical or similar topics was a popular type of publication in the 16th century. Aside from the true anthologies, the supplementary texts will be filed according to author and subject title. Compared with traditional catalogues, our approach provides far more intensive information about the diffusion of individual works.

- In this first section onewill notice the lack of entries on the activities of an author as translator or publisher. These references

-/-

are contained in the second section. The two sections seen together show the complete literary oeuvre of a particular author.

- There is an extraordinarily high number of cross references. This is due, among other things, to the not yet normalized orthography of the period. Thus the above-mentioned 165,000 cards do not exactly correspond to the number of registered printed books.

In order to facilitate citations, the entries (but not the cross references) in the printed "Verzeichnis" will be numbered with a bibliographic identifier. This bibliographic identifier is made up of the initial letter of the first filing word and a running number which starts at "1" with each new letter.

The second and third section should be considered as an index to the material published in the first section. Copies of the main entries with supplementary comments will be used.

Section 2: editors, commentators, translators, literary contributors.

The second section will comprise about 70,000 entries contained in nine volumes. All others involved in the production of the work, that is: editors, commentators, translators , and occasionally illustrators, are listed here. Above and beyond these, the "literary contributors" will also be listed. Included in this category of "literary contributors" are those 16th century authors of dedication poems, prefaces, epigrams and other literary products consisting of one or more contributions to the work in question or a person whose writings are quoted. Therefore, much new material has been made available to scholary research, about both the influence and success of the well-known authors and also about literary life in humanistic circles and at the universities (including many thusfar unknown names).

-/-

Section 3: places of printing, printers, publishers.

The third section, filed alphabetically according to place of printing, then according to printers (and publishers) and finally by years, will comprise approximately 95,000 entries contained in 11 or 12 volumes. This section will fulfill an old and justified wish of librarians and booksellers to be able to quickly get information on the activity of individual printing-houses.

Result: What has been achieved up to now ?

Several years will pass before the 20 volumes containing the main entries according to authors, corporate bodies and anonyma, as well as the further 20 volumes of the second and third section will all be published.

But questions about the content and completeness of the bibliographic research can be answered now.

The basis for the catalogue consists, as we have already mentioned, of entries written from books in hand in the libraries of Munich and Wolfenbüttel. Thus the printed "Verzeichnis" contains the following:

1. More than one third of the entries refers to holdings of the Bavarian State Library in Munich.
2. Approximately one third refers to holdings of the Herzog August Library in Wolfenbüttel.
   The "Verzeichnis" could therefore first of all be defined as a special joint catalogue of two libraries, but with the restriction that where either of these libraries holds several identical copies of the same book, only one copy's shelf-mark is recorded.
3. Since these two libraries naturally contain only a certain portion of the wealth of works printed in the 16th century, the list of titles was supplemented from other sources including entries for books held by various other libraries, entries extracted from reliable bibliographies and entries from the special card-index of Josef Benzing (1904 - 1981). These entries were evaluated and written up in Munich to conform as far as possible to diplomatically transcribed descriptions. They reflect barely a third of the total number of entries.

Drawing from these three major sources, the printed "Verzeichnis" will

list ca. 90,000 printed books from the German language area. This is far more than that which the widely used Short-title Catalogue of the British Library or the National Union Catalogue of North American Libraries offers. Nevertheless, when one compares this number to the estimated total of 140,000 - 150,000 printed works (excluded are broadsheets which we did not consider), one sees that only three-fifths of the total number of printed works of this time period have been recorded.

Conclusions for the future

The just published "Verzeichnis" is therefore a fundamental contribution towards a German national bibliography of the 16th century, but it may by no means be seen as a conclusion to our work and efforts.

Two consecutive stages of work were determined in the planning of this project: the first, whose results have just been published, includes the description of Munich's and Wolfenbüttel's holdings, and the second stage is to be devoted to recording the holdings of a selection of other libraries. Ideas about this second stage have changed in the course of the years. The reductions in public funding have forced careful reflection and rationalisation about this part of the project. Whatever organizational model will be chosen, the already printed "Verzeichnis" will facilitate further research considerably, and allow work to be done simultaneously in libraries far removed from each other.

We have two tasks: the first and most urgent is to record the still missing titles, which according to our current estimations, comprise two-fifths of the total. A complete listing of all printed works of the period, will not, as we well know, be possible, even if we were able to dedicate several decades to this project.

According to our experience, the representative editions and printed works of the period are to be found in nearly every library of significance.

Even within one library one can often find two, and occasionally four or five identical copies of the same edition of a particular work. To

-/-

illustrate the proportions: of the 58,000 printed books of the Bavarian State Library which were examined for the "Verzeichnis", 19,000 or almost one third are classed as multiple copies. This percentage will necessarily increase in every library whose holdings will henceforth be recorded. The question about the relationship between expenditures of time and money and bibliographic value is not to be ignored.

If our major goal of an bibliographic research is to be the discovery of further titles, then, in my opinion, the organizational model, used in this first phase for Munich and Wolfenbüttel, should not be carried over to other libraries. Rather, one should develop methods which would permit a specific examination of holdings in which one could anticipate new and not yet recorded printed books. Divided according to literary types, these would comprise primarily short and informative types of works, as well as regional literature, consisting of such items as prayerbooks and schoolbooks, pamphlets, and informal and personal writings. There is a second noticeable gap which must also be filled: Due to the use of Munich and Wolfenbüttel as starting points, book production in central and eastern Germany and also in such an important city as Cologne, have been under-represented up to now. Thus, it is important that wherever possible, the cooperation of libraries with corresponding special holdings should be won over.

The second task consists - despite what we have said above - in the recording of identical multiple copies.

The "Verzeichnis" is not, to clear up a common misunderstanding, attempting to establish a complete list of copies. The mention of one copy is a sufficient source documentation, but in cases of identical holdings for the two libraries, each one is noted with a shelf-mark.

Since there is no question as to the importance of duplicates for scholarly research, it is planned to maintain a computer file of locations, which can be expanded at will. As a first step, the duplicates of the Bavarian State Library in Munich and the Herzog August Library in Wolfenbüttel are to be recorded. The same will be done later for other libraries.

-/-

How are these two tasks, outlined above, the identification of additional titles and the recording of identical copies to be approached and solved ? The planning and work done for the English National Bibliography of the 18th century (ESTC), which is handled as a joint project of English and American libraries, offers us valuable insights and invites us to imitate it. The fact that it is possible for so many libraries in the English-speaking areas to voluntarily participate in a massive bibliographic project, encourages us to invite our German, and perhaps also foreign colleagues to cooperate with us. Why shouldn't these problems, which undoubtedly are connected with the idea, that librarians would voluntarily have to take on extra tasks, be overcome also in Germany ?

I could imagine cooperation taking the following form. By means of the available printed volumes of the "Verzeichnis", identical and additional possession would be recorded.

1. Following the English model, we would fill out a registration form for additionally recorded titles. Whenever possible, a copy of the title page and colophon would be included. The modification necessary for adaption to the "Verzeichnis" would be taken over by the librarians of Munich.

2. In the case of possession of identical copies, the libraries would record the shelf-mark and the corresponding identification number from the printed catalogue.

If only 10 or 20 libraries would want to participate in our project in the above-mentioned manner, we could make significantly faster progress on our way to a retrospective national bibliography of the 16th century.

Naturally, we would have to develop, with the help of the German Research Society, other programs for a specific recording project. We should examine the various possibilities for working together, and should not lose the flexibility needed for corrections and changes. We would also be very grateful for suggestions that you might have to offer.

-/-

Retrospective national bibliographies are primarily the tasks of librarians of individual countries. But perhaps here a little bit of international cooperation among librarians could be realized, as it was more than 30 years ago at the IFLA[4] conference where the recording of 16th century printed works was suggested.

-/-

Notes

1. Under the auspices of IFLA, reports on this project were made in Washington in 1974 and in Copenhagen in 1979. The newest publication on this topic is: Irmgard Bezzel: Geschichte und Struktur des bibliographischen Unternehmens "Verzeichnis der im deutschen Sprachbereich erschienenen Drucke des 16. Jahrhunderts". In: Verzeichnis der im deutschen Sprachbereich erschienenen Drucke des 16. Jahrhunderts I,1, Stuttgart 1983, S. XI - XXII. References to older secondary literature can be found here.

2. Verzeichnis der im deutschen Sprachbereich erschienenen Drucke des 16. Jahrhunderts. Richtlinien für die Titelaufnahme. Zweite erweiterte Fassung. München 1971 [maschinenschriftlich vervielfältigt] - Irmgard Bezzel: Einführung in die Benützung, mit englischer und französischer Übersetzung. In: Verzeichnis der im deutschen Sprachbereich erschienenen Drucke des 16. Jahrhunderts I, 1, Stuttgart 1983, S. XXIII - XLV.

3. R.C. Alston [u.], M.J. Jannetta: Bibliography, machine readable cataloguing and the ESTC. A summary history of the Eighteenth Century Short Title Catalogue. London 1978.

4. Fixed in the official minutes of IFLA. Fédération internationale des associations de bibliothécaires. Publications 14 (1949), S. 28; 15 (1951), S. 32 - 33; 16 (1952), S. 36 und 72 - 73; 17 (1953), S. 48 und 97 - 102 (with the evaluation of a questionnaire); 23 (1959), S. 42 - 43.

IFLA
1983

140-GENR-3-E

This is a U-Bix Copy — Ceci est une Copie U-Bix
Dieses ist eine U-Bix Kopie — This is a U-Bix Copy — Ceci est une Copie U-Bix

CHINA'S FOUR MODERNIZATIONS AND LIBRARY SERVICE

by
Hu Yaohui
Deputy Director
Library Administrative Bureau
The Ministry of Culture, PRC
Member of the Council
China Society of Library Science

IP Meeting 32

Dieses ist eine U-Bix Kopie — This is a U-Bix Copy — Ceci est une Copie U-Bix

Dieses ist eine U-Bix Kopie — This is a U-Bix Copy — Ceci est une Copie U-Bix

CHINA'S FOUR MODERIZATIONS AND LIBRARY SERVICE

by Hu Yaohui

I. Targets for Realizing Four Socialist Moernizations

China has shifted the focus of government and the Party's work onto economic construction. While steadily eliminating the long-prevailing "left" ideology and errors, the policy of readjusting, restructuring, consolidating and improving the national economy has been firmly put into effect. Presently, China has tied over its economically most difficult period, and has now embarked on a sound path of steady growth. The implementation of diverse forms of the responsibility system for agricultural production has pushed rural economy from long stagnation to the present boom. The readjustment of the ratio between heavy and light industry and the reorientation of the direction of heavy industry has enabled a rapid growth of light industry. At the same time, the readjustment of the proportion between accumulation and consumption has enabled the scaling down of excessive capital consturction projects and thus imprvoed the people's livelihood. Culture, education and sciences have also been put on the right track, and the beginnings of prosperity have prevailed on all fronts in our country. China's new task in the new historical period is to unite with the people of all nationalities in

Dieses ist eine U-Bix Kopie — This is a U-Bix Copy — Ceci est une Copie U-Bix

working self-reliantly and arduously to achieve step by step the modernization of industry, agriculture, national defence and science and technology, thus to turn China into a socialist country with highly developed spiritual civilization and democracy.

China's general bojective in economic construction in the two decades between 1981 and the end of the century is, through continuous improving of economic efficiency, to strive for quadrupling the gross annual value of industrial and agricultural production from 710 billion yuan in 1980 to 2,800 billion yuan by the year 2000. The realization of this target will bring Chinese people's gross annual income and major industrial and agricultural output into the front ranks of the countries all over the world. The income of China's urban and rural population will increase several times over, and the Chinese people will be comparatively well-off both materially and culturally.

II. The Relation Library Resources and China's Four Modernizations

At the present time, however, the production techniques and management of large numbers of industrial and mining enterpises still stay at a comparatively low level, a great quantities of workers and managerial personnel are deficient in

This is a U-BIX Copy — Ceci est une Copie U-BIX
Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

necessary professional knowledge and operating technique, while skilled workers and technicians are badly in need. From now on, large scale technological transformations will be carried out in a planned way; new equipments, new materials and advanced technological processes will be adopted with enthusiasm. Besides, researches in applied science will also be enhanced, and due importance will be attached to researches in basic science, while key research projects will be tackled jointly by various circles from all over the country. Judging from this, the key to four modernizations should be the realization of modernization of science and technology. However, the practice of scientists, ancient and modern, Chinese and foreign, shows that whatever development in science and technology, whatever the achievements of an individual scientist, they have been, more or less, profited from predecessors. The scientific and technical new heights are reached only through digestion and assimilation of our predecessor's knowledge and research results. For instance, the Chinese prominent scientist Li Shizhen in the 16th century wrote the famous "Compendium of Materia Medica", a giant scientific work of 1,900,000 words. Nevertheless, of its total 1,892 entries of herb medicine, 1,518 were adopted from compendia of preceeding dynasties. To cite another example, the Chinese seismologists selected 15,000 items of recorded seismic activities after

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

examining, obtained over 8,000 pieces of documents of the past, and then, through fact-checking, obtained over 8,100 seismic activity records ranging from 1177 B.C. to 1955 A.D. These rich and varied historical data form an important basis for the dividing of Chinese seismic regions as well as for prediction and forecasting of earthquakes. The afore-mentioned examples illustrate the fact that library and information resources are the foundation of scientific research, the starting point or the ladder to the promotion of scientific technology, concurrently they are the important factor for accelerating the steps of four modernizations.

The key to four modernizations is the modernization of science and technology, while the key to the latter is the modernization of research subjects. When mapping out a scientific and technological scheme and deciding upon the corresponding research subjects, it is indispensable to be well informed about the status quo as well as to keep abreast of new trends for the development of world science and technology. Any underestimation of the importance of library information work will result in taking up a research subject either already fulfilled or given up by other scientists, or will result in trying to renovate a certain technology already obsolete and out of use. Such mishaps will certainly decelerate the speed of scientific development, besides causing waste of manpower and financial

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

resources. Immmerable experinece told us, in serving the four modernizations the library should not only assume a role of supplier who gets materials ready ahead of research and production, but it should also be an informant and adviser to scientists and technicians all through the processes of making decisions on orientation, policy-making, scheming of development and through the processes of doing research on a subject, summing up results and promoting the results, including improving the results after practical use.

Chinese libraries are separately administered by cultural, educational and scientific governmental departments, or by various industrial and mining enterprises. At the time of liberation in 1949 there were altogether in China 55 public libraries only, and they were dispersed irrationally in big cities like Shanghai, Nanjing, Beijing, Tienjin, etc., along the coast, leaving the rest part of the country void. Through reform and planned development, the irrational dispersion has been gradually improved. These libraries before 1956 mainly served the popularizing of new cultural knowledge. In 1956, responding to the call by the Central Committee of the Chinese Communist Party to "March towards Science", meeting of public libraries of and above provincial level and meeting of academic libraries were convened according to the insturction issued by Ministry of Culture and Ministry of Education to implement

Dieses ist eine U·BIX Kopie — This is a U·BIX Copy — Ceci est une Copie U·BIX

the late Premier Zhou Enlai's directive to enhance the library service to scientific research. In 1957 the "National Program of Book Coordination" was promulgated by the State Council. Concurrently a Books Section was founded under the guidance of the State Science and Technology Commission and committees of library centres were set up in eleven regions for promoting and advising libraries of the whole country, irrespective of the different systems to which they belong, to coordinate in serving scientific research. Encouraging results were thus gained. Following that, libraries developed by large scale, and their professional level underwent prominent advance.

"Ten Years of Turmoil" caused Chinese libraries serious damage. It was not until the Third Plenary Session of the Eleventh Central Committee of the CPC that libraries emancipated themselves from the bond of "left" ideology and cleared away the "left" mistakes in their work. The chaos has now brought to an end. Following the shift of focus of the nation's work and the development of science and technology, China's library service is on the whole on the correct path of serving the four modernizations. Many libraries have recovered their losses and developed at a faster pace. For example, in the year 1976 when the "gang of four" was smashed, the number of public libraries of and above prefectual status was 768, but the number has up to date grown to

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

1,787 Besides, there used to be only two universities which have the department of library science, namely, Beijing University and Wuhan University. The number now has grown into 17. In recent years, since the four modernizations are demanding more from the library information service, the library leading departments, besides making an overall plan and rectification, have also focused their tasks and policies to serve the four modernizations, and thus adopted such measures as: improving the structures, resuming or setting up new regulations, training staff, strengthening foundation work and improving the attitude in attending to readers. In addition to actively and enthusiastically supplying scientists and technicians with library and information resources, further follow-up service is being rendered by libraries to nation's key projects and research subjects, and with satisfactory effects. For instance, when the Ge Zhou Ba Dam construction head-quarters was studying the scheme of its capital construction, the supply by libraries of such articles as "Structural Engineering" and "Calculation of Elasticity of Terrestrial Foundations" and other materials, has inspired a revising of the scheme, thus saved 12,000,000 yuan and a large amount of steel and concret. Also, the Geological Bureau of Jiansi Province, having made use of certain information on a new type of deposit, finally succeeded in discovering a rich copper

Dieses ist eine U-Bix Kopie — This is a U-Bix Copy — Ceci est une Copie U-Bix

mine in that province. Due to the contribution to the four modernization libraries began to receive due estimation from the Chinese Communist Party and the People's Government. The report made by General Secretary Hu Yaobang at the 12th National Congress of the Chinese Communist Party and the report made by Premier Zhao Ziyang at the 5th Session of the 5th National People's Congress both stressed the importance of library service. The development of libraries has been written in the nation's constitution and listed in the 6th Five-Year Plan. It is worth mentioning here that in 1980, the Secretariat of the Central Committee of the Chinese Communist Party specially called a meeting to listen to the report of library work, and after discussion, approved an "Outline of Report of Library Work." With this "out-line" as a momentum, the library service gained quick revival and marked development.

II. How to Improve Library Service for China's Four Modernizations

The development of economy and science and technology, to a great extent, relies on the books and information material collected, processed and disseminated by library. Along with the development of construction of highly developed material civilization and spiritual civilization, library service should in every sense be

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

improved correspondently. Indicated below are our opinions and tentative ideas for the improvement of library service to China's four modernizations:

1) Further developing library collections. It is quite evident that library collection is one of the fundamental conditions with which library will be able to accomplish its service to the four modernizations, and for the same reason, library collection is also the foundation for its various professional activities. It is by utilizing its collection that library manages to meet the requirement of books and information material for scientific research personnel. Without collection, I believe, any library professional activity would be like water without a source and a tree without roots. Consequently, to try every possible way to enhance library collections development, both in quantity and quality, is of utmost importance for library service. On the other hand, the quality of the resulting collection is undoubtedly one of the criteria on which a library is most often judged, therefore, great importance should be attached to the development of library collections, and every means must be tried to do the job well.

With a view to raising the utilization ratio of library collections, more effective measures should be taken to emphasize the introduction, pulicity and recommendation of library resources. Besides checking the existing card

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

catalogues against the library collection, finding out the real situation that each book has a catalogue card, the books and cards are numerically equal, some additional cards, such as subject catalogue cards, various bibliongraphies on special topics in book form, classifed bibliographies revealing the comrehensive library collections as well as current-awareness journals, should also be produced. These catalogues or bibliographies in book forms can be used either for exchange between libraries, or as reference tools being distributed and sold to institutions, schools, industrial and mining enterprises and even individuals for locating and retrieving the library resources they need at their offices and homes.

While making full use of the existing libr libraries, different types of new libraries should also be developed as well according to planned schemes, as already listed in the 6th Five-Year Plan that by the end of 1985, libraries at provincial, municipal and county (district) levels should successively be set up all over the country. After 1985, in the light of the national economic situation, small-sized and widely-dispersed libraries in rural areas and neighbourhood libraries in urban areas should be gradually set up, thus making things convenient for readers in different part of the country, until then, a network combing both urban and rural libraries will be formed.

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

2) For us, one of the important and pressing tasks at present is to organize extensive coordination among libraries, making the library resources available to each other. This, I am sure, will be conducive to check, on the one hand, the unhealthy tendency that each library administers its own affairs and regards the library resources as its private property, and on the other, the lopsided view of putting undue emphasis on the development of library collections in an all-round way regardless of possibilities and scales of libraries. In the spirit of the "National Program of Book Coordination" promulgated by the State Council in 1957, and in accordance with the specific conditions at the moment, we are planning to establish a consortium, which will include all the libraries belonging to different systems. The former First and Second National Committee of Library Centres as well as the various regional committees of library centres would at the same time be restored. Taking these committees as key link, the major libraries subordinating to public, higher educational, academic and other systems will be organized, and combined efforts will be made in purchasing foreign publications on a coordination basis, compiling union catalogues and union current-awareness journals, with the formation of such consortium, the allocation and exchange of books, inter-library loan service, book-photocopying, staff training and the interflow of experience between

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

libraries will be conducted in a more efficient and rational way. Only by so doing can we fully tap the latent power of the libraries and to achieve the goal of resource sharing.

3) The continuous improvement of professional knowledge of library staff is of an important factor enabling them to provide better service to the four modernizations. The lack of qualified personnel and the inadequacy of their professional knowledge are obviously unable to meet the requirements of the four modernizations drive. Therefore, more vigorous measures should be adopted from now on to strengthen the training of library professional personnel with the aim of gradually changing their intellectual composition. It is expected that an enormous and mighty contingent of library personnel having deep affection for the country and library work will be formed within a reasonable time. They will have extensive knowledge of librarianship and will be qualified to do their own job well. For the realization of this goal, departments of library science and information science in higher educational institutions should further raise their educational quality, and teaching methods should be improved as well. In accordance with the requirements of serving the four modernizations, it is crucial to reinforce the general courses of scientific and cultural knowledge, and to improve the library professional

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

courses by combining theory with practice, so as to raise progressively the students' level of education and practical skills For raising the quality of students as a whole, it is suggested that a certain number of college students majoring other specialities should be encouraged to study librarianship for a short peiod, and then assigned to work in libraries. This method has recently been implemented, and should be enhanced in the days to come. Meanwhile, favourable conditions should be created for enlarging the enrollment of post graduates in library science and bibliography. In addition, the areas and higher educational institutions with qualified teaching staff and facilities should be given encouragement and support to offer the curriculum of librarianship as soon as possible.

For the purpose of training library workers with elementary professional knowledge of librarianship for academic, research and public libraries above the provincial level, and at the same time, to put more emphasis on the training of qualified library staff for county, district, primary and middle school as well as trade union libraries below the provincial level, it is imperative to set up diversified special secondary schools of library science in all provinces, municipalities and autonomous regions.

For those who have been working in different types of libraries for some years, a system of evaluating the title of library professional posts has been instituted in the hope of encouraging

BEST COPY AVAILABLE

Dieses ist eine U-Bix Kopie — This is a U-Bix Copy — Ceci est une Copie U-Bix

them to update their cultural and scientific knowledge, and to improve their ability in doing daily routines through painstaking self-learning. Apart from this, we have also provided them with the chance to participate in seminars on different special topics, short courses, correspon-dence courses as well as spare-time universitites for further education. Some of them will be selected to work or study in the libraries abroad on the basis of exchanging librarians. From now on the leading cardres at all levels in libraries should be chosen, on the one hand, from among the brilliant college graduates who were assigned by the state to work in libraries and have accumulated rich experience through their practical work; and on the other, from those who have been competent enough to deal with the library routine duties and have made a significant contribution to the service of China's four modernizations.

4) Improving the overall conditions of the Chinese libraries. The present conditions of space shortage, inadequate funds and out-of-date library facilities can only be improved step by step with the development of Chinese national economy. As books and periodicals constitute the major source needed for serving the four modernisations, it is evident that more funds should be allocated to meet the demand of purchasing ever-increasing publications: alongside the steady

BEST COPY AVAILABLE

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

BEST COPY AVAILABLE

growth of library stocks and the number of readers, new buildings have to be constructed or old ones extended accordingly. Money for the addition to or renewal of facilities should also be guaranteed so that newly acquired books and periodicals could be duly processed for use by readers.

We are of the opinion that the investment in libraries is a sort of intelligence investment, which should be relevantly matched to the increase of funds in the development of science technology, and education, and should also be well-proportioned to other undertakings. Only in this way will library services be rapidly developed to make greater contribution to the four modernizations of our country.

5) In order to raise library service to a new level, it is not only necessary for us to sum up our own experience, but also draw useful experience on an analysis basis from libraries of other countries in the light of our own specific conditions. There is also an urgent need to reform library structures, regulations and style of work with the aim of serving the four modernizations more effectively, and in the mean time, to shift library work to a new track for socialist modernization drive. While giving full play the library's bibliographic and information services, we should make greater efforts to publicize the nature, role, special features and im-

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

portant functions of libraries so as to raise their social position and eradicate bit by bit the misconception that library is of no significance resulting from the backward conditions in a far wider context of culture, science and technology. A host of facts in the past 30-odd years have indicated that there have been many knotty problems of long-standing, which obviously can not be solved by librarians single-handed. They might have been readily solved, had they been brought to the attention of the leadership and given support of the whole society, especially of those related departments. Consequently, attention of the leadership and support of the whole society will be an essential guarantee for establishing a modernized socialist library network of China, which will help either to construct the socialist spiritual civilization and material civilization, or to satisfy the increasing demands of the masses in their incessant pursuit of scientific and technical know-how.

Finally, China, as one of the most ancient countries in the world, is numbered among the few with early cultural, scientific and technical developments. China's rich and colourful culture and splendour scientific achievements in ancient times had in many ways had a great effect upon the progress of culture and science throughout the world. Recalling the past is for better looking forward to the future. The Chinese people have been celebrated in the world for their

BEST COPY AVAILABLE

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

diligence, wisdom and bravery. We are fully confident that through arduous effort the Chinese libraries will be able to catch up with those in the developed countries in the near future.

Let's go forward hand in hand, and do everything in our power to make greater contributions to the further development of the culture and science of mankind.

BEST COPY AVAILABLE

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

IFLA GENERAL CONFERENCE MUNICH 1983

Division: General Research Libraries

Section: National Libraries

141-NAT-3-E

Research and Development and its Contribution to National Library Services.

By B.J. Perry, Director, British Library , Research and Development Department.

For internal use only:
to be brought to meeting no:
128 / 136

Remarks:
to be presented orally ☐
for distribution only ☒ IP

RESEARCH AND DEVELOPMENT AND ITS CONTRIBUTION TO NATIONAL LIBRARY SERVICES

B J PERRY, DIRECTOR, BRITISH LIBRARY RESEARCH AND DEVELOPMENT DEPARTMENT

1. INTRODUCTION

This paper looks at two different forms of support of R&D for library and information services, both based on British experience - that of the Office for Scientific and Technical Information and that of the British Library Research and Development Department, which replaced it. The paper looks at the relative advantages and disadvantages of the two different forms and describes the present situation as far as the British Library R&D Department is concerned, with special reference to its current programme in New Technology research. The present position is looked at in the context of interests in research in this area of bodies other than the National Library.

2. THE OFFICE FOR SCIENTIFIC AND TECHNICAL INFORMATION (OSTI)

To "begin at the beginning", OSTI developed from a small Documentation Research Fund established by the Information Committee of the Department of Scientific and Industrial Research (DSIR). DSIR was split up in 1965, in a drastic reorganisation of support for civil science. This split resulted in the formation of the Ministry of Technology and three new research councils - for Science, the Social Sciences and Natural Environment research. The small secretariat responsible for support of scientific information research did not fit easily with any of these three bodies and they formed the nucleus of

/2.....

the Office for Scientific and Technical Information in another Government Department - the Science Branch of the Department of Education and Science. Here, the nucleus slowly grew into a minature Research Council with fairly wide ranging responsibilities for the support of research and activities aimed at improving scientific communication. At a fairly early stage, it was recognised that to improve communication in this area it was also necessary to improve library processes and research into such processes was included in OSTI's remit. This resulted, inter alia, in the evolution of a fairly extensive programme of research into library automation and support in automating the British National Bibliography. Such programmes lay side by side with programmes on Basic Information Research, research into data handling methods, support of specialised information centres, research into registers of scientific expertise and surveys of information needs and habits of scientists and technologists with a view to improving existing information services or to providing information on which to fill gaps in provision of services. OSTI also supported early experiments in the provision of batched automated information services, services based on the selective dissemination of information (SDI) and on-line provision of information.

As with many other grant awarding bodies in the "sixties", OSTI was to a large extent passive in seeking research projects. Although "requests for proposals" were sometimes issued, about 70 to 80% of the projects supported could be said to have originated as unsolicited proposals, even if much help had been given in forming the final proposal. In common with Research Council practice, all proposals were formally refereed and decisions made on the basis of referees comments.

/3.....

Although I mentioned that OSTI started off as part of the Science Branch of DES - a fairly obvious place in terms of its responsibilities for scientific communication - DES was also responsible for library policy in the United Kingdom, particularly public library policy. This resulted in some uncertainty as to where responsibility for OSTI should lie and for a time it resided in a newly formed Library and Information Branch, before returning to the Science Branch fold. Such uncertainty is not to be unexpected, for a Research Council-type function does not fit easily in a Policy Department, where whatever research is carried out is normally for the direct purposes of policy determination.

This, then, was one of the disadvantages of OSTI's position. Another was its relative isolation from experience of the day-to-day problems of running libraries and information services. A third was its more or less passive role in supporting research. Probably the most important disadvantage, however, was the restriction of its terms of reference to scientific communication. I have already mentioned that research into library processes was included in its remit and at a fairly early stage it was agreed that the social sciences and their technologies could be encompassed by "scientific communication", but the whole interesting and vital world of humanities communication was outside the terms of reference.

There were, of course, major advantages that accrued from OSTI being in DES, not the least being that it was therefore an integral part of a Government Department that had policy responsibilities for at least some libraries and that had the major interest in science policy. Being in such a position meant

/4.....

that the results of OSTI-supported research had a potential for affecting policies in both areas.

3. ESTABLISHMENT OF THE BRITISH LIBRARY R&D DEPARTMENT

Ten years ago, the British Library came into being by the amalgamation of several existing library bodies. As the National Library for the United Kingdom, it has many wide-ranging responsibilites and equally wide-ranging powers. Among these powers, given to it by the British Library Act, was the support of research and development into libraries and information services. It was agreed that, with the existence of OSTI, it would be foolish to create another R&D funding organisation and in 1974 OSTI was transferred from DES to the British Library to form the BL Research and Development Department. In so doing it expanded its remit to include coverage of problems in the humanities as well.

It is now established as an independent department, reporting directly to the Chief Executive of the British Library. It is responsible for awarding grants and contracts to support research and development projects outside the British Library. Compared with the operating divisions of the Library, it is very small, with just 28 staff of whom 16 are professional. The research budget is approximately £1.4 million which at any one time is spread over about 120 projects. These projects can vary from a one month project costing £1,000 to a three year project costing up to a quarter of a million pounds.

For several years, the R&D Department worked on a "Memorandum of

/5.....

Understanding" between the BL and DES that ensured that no radical changes were made in its objectives. Recently, the Advisory Committee of the R&D Department (ACORDD) recommended revised aims and objectives which, to a large extent, incorporated these understandings. The aims and objectives as they now stand are as follows (where "information" is used as an adjective, it is taken as including "library and communication").

Aims:

To improve the transfer and use of information by:

1. Facilitating the improvement of information services;
2. Encouraging the development of information-handling skills;
3. Stimulating awareness and use of information resources;
4. Encouraging the flow of information on new developments and best practice;
5. Stimulating improvements in the education and training of information staff;
6. Effecting coordination throughout the information community.

Objectives:

1. To identify priority research areas, and provide support in those areas through funding research and demonstration projects;
2. To disseminate the results of research through information services, publications, meetings, conferences, seminars, and workshops;

/6.....

3. To support the national and international exchange of research experience;

4. To coordinate research within the British Library;

5. To encourage the development of research expertise.

On the basis of previous experience of research, ACORDD confirmed that the R&D Department should not support new services or other implementation work; comparative studies of services; bibliographic compilation; data compilation; or the development of classification schemes.

Having examined the various procedures used for giving grants, the Advisory Committee also suggested that the Department should be more positive in rejecting proposals at an early stage and that, in view of the relatively small sums of money available for research support, the Department should work to a system of priority areas that should be made known to applicants.

In contrast to the situation in OSTI, therefore, we have a research support organisation that is based with the National Library rather than a government department. This means that, because of close association with colleagues in the operational parts of the Library, there is a much better appreciation of library and information problems from the day-to-day level to the policy level and the possibilities of isolation that I noted earlier have been overcome. In standing as an independent department, the possibilities of being moved between different policy directorates have been greatly reduced. It now has a much more positive role in guiding and initiating research, compared with its previous position and its role has been widened to encompass

/7.....

all forms of information-processing and communication.

All in all, then, the position in the British Library is much healthier for the Department and its clientele. I would not like to claim that this is just because we are in the British Library, the various advantages could have been brought about in other environments but they did come about in this particular one.

There are, of course, some disadvantages as well. Research workers are bound to be suspicious when the major source of their funds is moved to a national library, fearing that the funds may be used for internal research support. This means that they have to be reassured at fairly frequent intervals that such "misappropriation" is neither possible nor acceptable. The other major problem is that, quite rightly, the bids for the external research and the development funds have to compete with bids for other activities of the Library. This at any rate produces the need for a healthy assessment of competing requirements for funds, and the British Library has fortunately shown a sympathetic regard for the needs of research and development.

4. PRIORITY IDENTIFICATION

I have already mentioned that ACORDD suggested the identification of priorities for research and development support. Over the past two years it has carefully examined the research programmes supported by the R&D Department and following this examination has suggested various recommended priorities. In order of importance they are:

Applications of New Technology (including Library Automation)

/8.....

User Education in Schools

Information for Industry

Dissemination of Research Results

Basic Information Research

Professional Education for Library and Information Specialists

Library Cooperation and Library Policy in general

Social Sciences Information

Information Research in the Life Sciences

Humanities Information

Other areas of research were deemed to need to compete for any existing available funds. These priority areas have now been used for the last two years with some success in sharpening the research programme contributions of the Department.

The highest priority area, that of Applications of New Technology, is dealt with in greater detail towards the end of this paper.

5. CONSULTATION

It became apparent at a fairly early stage in the development of R&DD policies that there was a need for effective consultation mechanisms on the various programmes supported. To this end, various Groups were set up representative of interests in the appropriate field, examples of these are the Group for Research into Public Libraries (GRIPL), the Library Automation Group (LAG), Discussion Group on User Education in Schools and the Discussion Group on

/9.....

New Technology and Library Schools Education. Apart from these and similar Groups, the Department has its own Advisory Committee, which broadly speaking represents a spectrum of users of information, and it makes periodic reports to both the British Library Board and the British Library Advisory Council.

The Department also makes regular reports on the progress of its various research projects to the Library and Information Services Council (LISC) and the Interdepartmental Coordinating Committee for Scientific and Technical Information (ICCSTI). By this means, information is fed into the two major policy making bodies, the first of which is responsible to the Minister for Arts, and the second of which is a coordinating body for major government departments with an interest in information services.

Further consultation also takes place during the dissemination process to which I next refer.

6. DISSEMINATION

Until a few years ago it was considered that effective dissemination was ensured by depositing the results of research and development projects in a special reports series made available by the British Library Lending Division. However, it soon became apparent that this was not an effective method of dissemination and one of the major programmes within the Department is its dissemination programme which, as indicated above, ACORDD considered to be of high priority. Nowadays, the most relevant reports are selected for publication in our Library and Information Research reports series. These are priced

/10.....

publications produced in an attractive paperback format and they have been widely welcomed by the profession. We have also instituted a series of "Research Reviews" each issue of which brings together research results and projects in a particular area. Recent titles in this series have covered library automation, new technology and user education in schools. Apart from formal publication, we also have a wide programme of seminars and conferences aimed at further disseminating the results of research and allowing the LIS community to comment on and interact with the research results.

Additionally, we have recently instituted a research programme aimed at identifying how the results from specific projects have been applied in practice and we are also looking at how research results can be more effectively introduced into the curricula of library and information science schools.

This more positive approach to dissemination has been greatly welcomed, both for its effective method of spreading information and as a mechanism that allows for greater interaction between research workers, practitioners and the Department.

7. THE R&D DEPARTMENT AND BL RESEARCH

I have already mentioned that the research funds that we administer are for the benefit of the library and information community (and, of course, for the ultimate users of information) and not for the direct benefit of the British Library. However, with an annual expenditure of approximately £50 million and staff numbers of approximately 2,500, the British Library is itself a not inconsiderable part of the total library scene in the U.K. Since

/11.....

its services are varied and widespread, it covers practically every kind of library and information service that exists and practically every kind of problem that confronts such services. It therefore offers itself as a good testbed for research purposes and as a potential user of the results of research projects we support.

Although we rarely give grants for research to the Library itself, and then only on the basis that the results of such research are applicable to other types of library or information service, the Library has its own powerful internal research activity. Each of the three Divisions has its own research effort - Reference Division, for instance, has had developed both an image digitiser and an overhead photocopier and has carried out an extensive analysis of readers tickets; Lending Division carries out full scale research on performance measures, sources of references used and is monitoring an experimental facsimile link; and the Bibliographic Services Division has several internal research projects to improvement of services. There is also a Corporate Studies Office within the BL which carries out studies on matters that are of interest to two or more Divisions.

With all this internal research effort and the extensive programme supported by the R&D Department, it became evident that some kind of cooperation and coordination was desirable and two years ago the Library set up what is now known as the Standing Committee on BL Research. This Committee, which is chaired by the Director of the R&D Department, brings together representatives of all the research interests of the Divisions. Its terms of reference are to:

1. To comment upon the results of R&DD supported research and to

/12.....

discuss - and, where appropriate, initiate - implementation of such results within the Divisions;

2. To discuss the existing research activities and plans within the Library as a whole and to consider the need to monitor and co-ordinate these;

3. To discuss future research needs of the Library and to consider how these are best met.

4. To prepare a half-yearly progress report of all research and development work within, or supported by, the Library.

The mechanisms provided by this Committee ensure that the results of R&D Department supported research feed into the various aspects of planning and operations within the National Library and also ensure that National Library problems are considered by the R&D Department.

8. OTHER BODIES INTERESTED IN RESEARCH

The R&D Department is not the only body that funds research into library and information services problems - a survey carried out this year of the entries in the RADIALS BULLETIN for 1982, for instance, showed that there were 74 funding agencies. However, it must be admitted that in terms of finance supplied it is the major source in that it provides more money for this purpose than all the other agencies together.

Other bodies that have a strong interest in this field include the Library Association, Aslib, the Society of Archivists, the Institute of

/13.....

Information Scientists, the Standing Committee on National and University Libraries and the Committee of Polytechnic Librarians. To a more limited extent, we should also include the British Council, the Booksellers Association and the Publishers Association. We are very much aware of our responsibilities to these organisations and have started to institute a series of meetings that bring together representatives of these bodies to discuss particular aspects of our research programmes. Earlier this year, for instance, we held a highly successful seminar that brought together the first named seven bodies to discuss our support of, and policies for, our six major research centres in the LIS area. Following this, we have planned a seminar for early next year that will bring together representatives from all these bodies to discuss the whole R&D Department programme.

I have already mentioned the existence of both LISC and ICCSTI, but with the growth of interest in the applications of information technology to library and information services there are three further bodies that are relevant to the LIS area. These are the Department of Industry and Trade, which has as one of its primary interests that of promoting the use of information technology in all areas of human activity, the Science and Engineering Research Council (SERC) which has a large budget for the support of training and research in information technology and British Telecom which controls the major developments and facilities in telecommunications. I will deal with our relationship with these bodies in the next section.

9. THE NEW TECHNOLOGY PROGRAMME

I have selected this programme to illustrate the workings of one of our

/14.....

many research programmes not just because it covers our highest priority area but also because of the general theme of this Conference. For the last six years, research into applications of new technology to libraries and information services has been a separate programme within the R&D Department and we appointed a New Technology Officer about three years ago. Today over one quarter of the professional staff are engaged on this programme and nearly a half of our total budget is spent on research in this area. We have established our own in-house Information Analysis Centre for this activity and the R&D Department staff form a task force that is examining all areas of Information Technology and its relevance to LIS research. Papers have already been produced, for instance, on the relevance of user-friendly systems, mass-storage devices, expert systems, prospects for facsimile and videotext systems. The programme is advised by one of our consultative groups - the New Technology Group - which, apart from research workers, has representatives from the British Library, the Office of Arts and Libraries, the Department of Industry and Trade (both Information Technology Division and the Advanced Information Technology Directorate - the "Alvey Directorate"), the Information Technology Directorate of the SERC and British Telecom. It is probably unique in the way that it brings together researchers and IT specialists to discuss an area of IT application and when, in 1982, the Minister for the Arts' Library and Information Services Council recommended that "The progress and application of new technology ..... should be kept under review", the British Library was approached by the Office of Arts and Libraries and requested to expand the terms of reference for the New Technology Group. This was agreed and the current terms of reference are:

(a) To survey current areas of technological advance and to assess their potential importance for future information handling practice.

/15.....

(b) To identify problem areas in informacion handling and ways in which technologies can help solve these.

(c) To monitor progress of relevant activities, including research grants, and advise on the effective dissemination of results.

(d) To identify priority areas on behalf of the R&D Department, for research and development on the application of new technologies to benefit libraries and information services.

(e) To advise on the Department and the Office of Arts and Libraries on research and policy matters, drawing on the knowledge obtained in (a) - (d) above.

The Group is therefore a powerful source of policy advice in this field, both for the National Library and for national library policy.

The current programme in new technology research includes the BLEND project, which is an ambitious area of research looking into all aspects of electronic communication between research workers including the provision of an electronic journal in human factors in computing. We are at present extending the communities using this facility to test the viability in other disciplines. From the project, already, we have gained sufficient data to allow the research workers to start drawing up a specification for an improved system, which will be British designed and operated. Another major project is on the applicability of optical video discs to library and information uses and we have built up a set of equipment that goes a long way to providing premastering facilities for research purposes, associated with this is the experimental production of a

/16.....

video disc on the services of the British Library with specimen text and graphic frames with an interactive capability.

We are having the test sites for the "Office of the Future" surveyed for their relevance to LIS practice and will be holding a major Conference later this year to report on the findings and we are also having a survey carried out on previous user studies to see how the findings of such studies could contribute to further work on electronic communication.

Research which has been completed over the past year includes that into the use of videotex facilities in public libraries, surveys of facsimile systems and their applications and the control of computer software and LIS applications. We are building on these projects with further work on videotex and teletex applications, the creation of an experimental facsimile network for document delivery and a programme to evaluate and control software, particularly for microcomputers. We are also discussing the possible construction of an expert system for LIS applications.

We have recently begun to plan an ambitious project for an Electronic Publication Centre. This is visualised as an experimental and demonstration facility that would eventually allow authors, publishers, printers, librarians and readers to experiment with all kind of input and output from an electronic system. This would allow us to make much more valid judgements than we can at present on the effect of such developments as the electronic journal on the library and information service scene.

/17.....

Since I have tried to stress the importance of consultation in this paper, I should not allow the contribution of the BNB Research Fund to the new technology area to go unacknowledged. This is a small independent fund, administered by the R&D Department, which brings together all the various elements of the book trade. One of the Fund's great interests is the effect of technology on the book trade and it has supported several small but important projects - including one into the design of articles for on-line viewing. It has also supported a major conference on "New Technology and the Book Trade" and subsidises a service aimed at making decision makers in its area of interest more aware of the potentials of new technology.

10. CONCLUSION

In what is, in effect, a very short survey I have attempted to show how research and development can contribute to policy on national library services. If there is one lesson I would like to draw from all our experiences it is the need for effective consultation and cooperation with all bodies that have policy responsibilities. We have not completely solved all our problems in this area yet, but at least in difficult economic times we are still here and we are still trying to improve!

IFLA GENERAL CONFERENCE MUNICH 1983

Division :

Section :

DIE BIBLIOTHEKEN DES GOETHE-INSTITUTS IM AUSLAND und die Bibliotheksarbeit im Ausland als Teil des kulturpolitischen Auftrags des Goethe-Instituts

von

Dieter VOLLPRECHT

Referent - Bibliotheken im Ausland

Goethe-Institut, Zentralverwaltung (22/3)

München, Bundesrepublik Deutschland

For internal use only :

to be brought to meeting no : 104

Remarks:

to be presented orally X

for distribution only

Dieses ist eine U·BIX Kopie — This is a U·BIX Copy — Ceci est une Copie U·BIX

Zusammenfassung / ABSTRACT

Im Rahmen der Arbeit des Goethe-Instituts im Ausland betreuen etwa 130 Bibliotheken/Informationszentren mit weit über 1 Million Medieneinheiten in 70 Ländern Leser und Benutzer von audio-visuellen Medien (Diaserien, Filme, Videobänder, Schallplatten, Musik- und Sprechkassetten, Tonbänder, Mikrofilme, Mikrofiche etc.).
Diese Bibliotheken haben keine archivarische Funktion, sondern bieten als Informationszentren deutschlandbezogene Information in deutscher, in der Landessprache oder der Lingua franca - meist kosten - an.
Die Bibliotheken des Goethe-Instituts gliedern sich in die 1. Bibliothek - 2. die Mediothek - 3. den Informations-/Auskunftbereich und - 4. die Dokumentation. Sie vermitteln neben allen bibliothekarischen Diensten auch Dienste der Fernleihe innerhalb des Gastlands und mit Bibliotheken der Bundesrepublik Deutschland.
Bestands-Schwerpunkte (generell) : Nachschlagewerke - Werke zur Deutschlandkunde - Linguistik und Methodik sowie Materialien für den Deutschunterricht = Deutsch als Fremdsprache - Germanistik - Gastlandliteratur - Titel zu Schwerpunktbereichen der Institutsarbeit - Zeitungen, Zeitschriften.
Die Informationsarbeit dieser Bibliotheken [redacted] wird programmatisch bestimmt durch die Vermittlerrolle des Goethe-Instituts im Ausland, das Dialogdenken, die Partnerorientierung, den Deutschlandbezug und die gastlandrelevante Themenfindung. Sie erfüllt im Bibliotheksbereich den kulturpolitischen Auftrag des Goethe-Instituts.
Die Bibliotheken des Goethe-Instituts bekommen ihren Informationswert durch einen nach diesen Prinzipien konzipierten individuellen, dezentralen, pluralistischen, zielgruppengerichteten Bestandsaufbau der den Richtlinien des Fachreferats BIBLIOTHEKEN IM AUSLAND der Zentralverwaltung in München entspricht.

Dieses ist eine U·BIX Kopie — This is a U·BIX Copy — Ceci est une Copie U·BIX

DIE BIBLIOTHEKEN DES GOETHE-INSTITUTS IM AUSLAND
UND DIE BIBLIOTHEKSARBEIT IM AUSLAND ALS TEIL DES KULTURPOLITISCHEN AUFTRAGS DES GOETHE-INSTITUTS

Der Name : Goethe-Institut zur Pflege der deutschen Sprache im Ausland und zur Förderung der internationalen kulturellen Zusammenarbeit e.V. - München

Damit ist schon im Namen des Instituts die bereits vorher von den Mitarbeitern im Ausland langjährig geübte Praxis der partnerschaftlichen Zusammenarbeit programmatisch nachvollzogen und eine allgemeine Aussage über die Zielrichtung der Arbeit getroffen, welche sich in sehr verschiedenen Formen - auch der Bibliotheksarbeit - darstellen kann und muß.

Gemeinsam verwirklichen die Zentralverwaltung des Goethe-Instituts und die Kulturinstitute im Ausland den Auftrag, der Pflege der deutschen Sprache im Ausland und internationaler kultureller Zusammenarbeit zu dienen.

Innerhalb des Goethe-Instituts ist die Abteilung AUSLAND der Zentrale im Programm- und Projektbereich Anlaufstelle für die Kulturinstitute im Ausland und ihr Gesprächspartner. Im Bereich Medien und kulturelle Information hat das Fachreferat BIBLIOTHEKEN IM AUSLAND als Arbeitseinheit der Auslandsabteilung seinen Platz.

Die Rolle des Goethe-Instituts im Ausland ist in erster Linie die eines Vermittlers und Anregers. Durch die Tätigkeit der einzelnen Institute in fast siebzig Ländern werden Anstöße für die künftige selbständige Weiterführung von Initiativen der Partner gegeben. Vorrangig sind dabei im allgemeinen die an Partner vermittelten und mit Partnern durchgeführten Programme. Auch eigene Kurstätigkeit und Medienarchive sollen im Dienst dieser Vermittlung stehen.

Die Unterstützung der einheimischen Institutionen im kulturellen, wissenschaftlichen und gesellschaftlichen Bereich steht im Vordergrund. Es muß dabei gewährleistet sein, daß sich die gesamte Institutsarbeit, also auch die dezentrale Bibliotheksarbeit im Ausland, an den soziokulturellen Gegebenheiten des Gastlands orientiert.

Zu berücksichtigen von den Kulturinstituten sind auch die wichtigsten Partner und Institutionen in der Bundesrepublik Deutschland, die für das außereuropäischen Ausland in der Regel von den Fachreferaten der

Dieses ist eine U-Bix Kopie — This is a U-Bix Copy — Ceci est une Copie U-Bix

Zentrale identifiziert und kontaktiert werden.

In der kulturpolitischen Arbeit im Ausland haben die
der Kulturinstitute des Goethe-Instituts ihre besond
als Speicher und Vermittler sowohl aktueller Informa
tradierten Bildungsgutes. Sie umfassen - nach der Ko
Fachreferats-folgende Arbeitsbereiche : 1. die Bibl
Lehrerhand- und PV-Bibliothek (- PV = Pädagogische Ve
- 2. die Mediothek - 3. den Informations- und Auskun
- 4. den Dokumentationssektor. Sie stellen Druckmedi
Zeitungen, Zeitschriften etc.), audio-visuelle (tech
systeme und audio-visuelle Materialien (Filme, Video
serien, Tonbänder, Musik- und Sprech-Kassetten, Schal
formen etc.) allen interessierten Benutzern - meiste
zur Verfügung.
Über deutschlandbezogene Informationen hinaus gehören
Sammelgebieten deutsche Beiträge über das Gastland so
lichungen, die zum gegenseitigen Verständnis beitrage
jedoch für den gesamten Bestandsaufbau bleibt in alle
pielle Kriterium des Deutschlandbezugs.
Aufgrund der Erkenntnis, daß der Bereich Information
arbeit des Goethe-Instituts an Bedeutung ständig zuni
dem Fachreferat BIBLIOTHEKEN IM AUSLAND der Zentralver
Aufgabe, die vielfältigen Arbeiten der Institutsbiblio
allen Gebieten zu unterstützen, Richtlinien für die Fa
Bibliothekare zu entwerfen und Maßnahmen und Projekte
die eine Entwicklung der Bibliotheken zu zentralen Ste
formation sachgerecht beschleunigen.

Zur Zeit werden von der Zentrale in München etwa 130 B
des Goethe-Instituts im Ausland betreut, die einen Ges
weit über 1 Million Bücher und AV-Medien anbieten..(De
liche Buchbestand einer Institutsbibliothek liegt bei
Bänden.)

Das Goethe-Institut anerkennt im Rahmen einer partnersc
orientierten Kulturpolitik die Bibliotheksarbeit nur da
voll, wenn sie den Bedürfnissen des Partners entsprich
Bedarfslücke in der Bibliothekslandschaft des Gastlands

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

Gründliche Kenntnisse der Probleme und der Interessen bestimmter Gruppen im Gastland sind daher für eine gezielte, unabhängige und pluralistische Anschaffungspolitik unerläßlich. Sie wird von dem dafür verantwortlichen Fachreferat der Zentrale gefordert und sollte sich vorwiegend auch an den vorhandenen Bildungseinrichtungen des Gastlands orientieren.

Sie wird wesentlich mitbestimmt durch die Bedürfnisse wichtiger Zielgruppen, für die unsere Bibliotheken umfangreiche und detaillierte Informationen auch über die Bundesrepublik Deutschland aufbereiten (Dokumentationen) und bereitstellen.

Die Bibliotheken des Goethe-Instituts gehen von der Tatsache aus, daß Information nicht an eine bestimmte Sprache gebunden ist. Es ist deshalb für die Informationsvermittlung - gleichgültig über welche Medien sie erfolgt - unerheblich, ob sie in deutscher Sprache, in der Landessprache oder in der Lingua franca angeboten wird. Daraus ergibt sich, daß - von wenigen Ausnahmen abgesehen - ein erheblicher Teil des Medienbestands, nach Möglichkeit auch der deutschen Beiträge über das Gastland, aus Übersetzungen (übersetzte Bücher deutschsprachiger Autoren, synchronisierte oder untertitelte Filme, Diaserien mit fremdsprachigen Begleittexten etc.) bestehen muß, wenn die beabsichtigte Informationsvermittlung optimal ausfallen soll.

Innerhalb der Aktivitäten eines Kulturinstituts kann der Bibliothek eine vorrangige Bedeutung zukommen. Veranstaltungsprogramm, Sprachkurse und Pädagogische Verbindungsarbeit (= fachliche Betreuung der Deutschlehrer des Gastlands) werden durch Buchausstellungen, Auswahlbibliographien, bibliographische und bibliothekarische Dienste, Bereitstellung von AV-Materialien u.ä. unterstützt und ergänzt; die individuelle, dezentralisierte Anschaffungspolitik der Bibliotheken im Institutskontext wiederum profitieren von Anregungen und Einflüssen anderer Arbeitsbereiche eines Instituts, so daß eine ständige Wechselwirkung entsteht.

Welche Zielgruppen sollen und können durch das Informationsangebot erreicht werden? Zielgruppen werden zwischen Industrie- und Entwicklungsländern nicht übereinstimmen, manchmal auch von Land zu Land oder innerhalb eines Landes ganz unterschiedlich sein. Dennoch kann im Rahmen unserer Arbeit von grundsätzlichen Zielgruppen gesprochen werden, von fast überall erkennbaren Multiplikatoren :

Dieses ist eine U-Bix Kopie — This is a U-Bix Copy — Ceci est une Copie U-Bix

Partner im Erziehungs- und Bildungsbereich, Journalisten, Kritiker, Film- und Theaterregisseure, Künstler, ehemaliger Stipendiaten - um nur einige zu nennen. Es ist selbstverständlich, daß die Bibliothek ihrem Auftrag, Information durch Medien anzubieten und zu vermitteln, nur dann gerecht werden kann, wenn sich anbietende oder gewünschte Zielgruppen für die Medienarbeit im Zusammenwirken aller Arbeitsbereiche eines Kulturinstituts am Ort bestimmt und erschlossen werden und sich daran eine gezielte Anschaffungspolitik anschließt.

Welche Aufgaben ergeben sich daraus für die Institutsbibliotheken? Unter Berücksichtigung der Unterschiedlichkeit hinsichtlich der Bestands-Schwerpunkte, des Medienangebots und der Sprachfassung der angebotenen Medien gehören zu den Aufgaben vor allem : Die Unterhaltung einer öffentlichen Freihandbibliothek mit nichtausleihbarem Nachschlagebestand, die Einrichtung von Lese- und Studienplätzen sowie von Informationsplätzen zur individuellen Benutzung der audiovisuellen Medien, Beratung, Verleih von Büchern und anderen Medien, die persönliche, schriftliche und telefonische Vermittlung von Information und Auskünften, die Planung und Durchführung von kleineren Buchausstellungen sowie die Mitwirkung bei größeren Buchausstellungen, mitunter die Zusammenstellung von Bücherkisten für Zielgruppenarbeit außerhalb des Bibliotheksstandorts, das Angebot einer Fernleihe innerhalb des Gastlands und mit Bibliotheken in der Bundesrepublik Deutschland, Zusammenstellung von Neuerwerbungslisten und Medienbestandslisten zu bestimmten Sachgebieten und der Deutschlandkunde und aktuellen Themen, Zusammenarbeit mit einheimischen Bibliotheken und den Bibliotheken anderer (ausländischer) Kulturinstitute, Zusammenarbeit mit und ergänzende Maßnahmen für die Sprach- und Programmabteilungen des eigenen Instituts und der Universitäten des Gastlands; der Werbung neuer und dem Service für bereits gewonnene Benutzer dienen besondere, zusätzliche Maßnahmen.

Wie die Zielgruppen, so sind - vom einheitlichen Grundbestand abgesehen - die Bestände der einzelnen Bibliotheken unterschiedlich. Es lassen sich jedoch durchaus gemeinsame Bestands-Schwerpunkte erkennen, die für die zentrale Beschaffung durch INTER NATIONES und Bestandsergänzungen von entscheidender Bedeutung sind. Folgende Bestandsgruppierungen zeichnen sich ab und charakterisieren die Institutsbibliotheken des Goethe-Instituts :

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

- o Nachschlagewerke
- o Werke zur Deutschlandkunde
- o Linguistik und Methodik sowie Materialien für den Sprachunterricht = Deutsch als Fremdsprache (DaF)
- o Germanistik
- o Gastlandliteratur
- o Titel zu Schwerpunktbereichen der Institutsarbeit
- o Zeitschriften, Zeitungen

Ziel beim Ausbau dieser Bestands-Schwerpunkte ist und bleibt eine wesentliche Verstärkung des Anteils an Übersetzungen!

Bei seiner Arbeit, insbesondere bei der Durchführung einzelner Projekte, bedient sich das Fachreferat BIBLIOTHEKEN IM AUSLAND der Zentralverwaltung der Unterstützung anderer Mittlerorganisationen.

> Eine MITTLERORGANISATION - wie das Goethe-Institut - ist eine nicht-staatliche Kulturorganisation, der grundsätzlich die technische Durchführung und Organisation von Maßnahmen übertragen wurde, deren Planung und Koordination eigentlich den staatlichen Stellen obliegen kann.

Im wesentlichen besteht eine partnerschaftliche Zusammenarbeit mit folgenden Mittler- und anderen Institutionen in der Bundesrepublik Deutschland :

INTER NATIONES

a) Ausstattung der Bibliotheken mit Büchern, Zeitungen und Zeitschriften sowie mit einem Teil der von den Instituten benötigten Tonbänder, Kassetten, Schallplatten und Filmen nach gemeinsam festgelegten Bestandsaufbau-Kriterien oder nach Absprache im Einzelfall

b) Beschaffung von Grundausstattungen bei Bibliotheksneugründungen

c) gemeinsame Festlegung und Bewilligung von Sondermitteln (jährlich), die den Bibliotheken im Ausland den Ankauf von Übersetzungen deutscher Titel im Gastland ermöglichen

e) Herausgabe von Übersetzungsbibliographien

AUSSTELLUNGS- UND MESSE-GMBH DES BÖRSENVEREINS DES DEUTSCHEN BUCHHANDELS

a) Mitwirkung im Planungsausschuß für deutsche Buchausstellungen im Ausland

b) Mitwirkung bei der Vorbereitung von Buchausstellungen im Ausland und Vermittlung eines örtlichen Rahmenprogramms

INSTITUT FÜR AUSLANDSBEZIEHUNGEN (IFA)

Ermittlung des Bedarfs an deutschlandkundlichen Diaserien für das Goethe-Institut; Zusammenarbeit bei der inhaltlichen Konzeption für die Produktion und die Erstellung der Begleittexte in deutscher, englischer, französischer und spanischer Sprache

Dieses ist eine U-Bix Kopie — This is a U-Bix Copy — Ceci est une Copie U-Bix

DEUTSCHE FORSCHUNGSGEMEINSCHAFT (DFG)

Mitwirkung bei der Errichtung und Ausstattung einer Spezialbibliothek in Kairo sowie fortlaufende Betreuung der Deutschen Wissenschaftlichen Bibliothek am Goethe-Institut in Kairo

DEUTSCHE STIFTUNG FÜR INTERNATIONALE ENTWICKLUNG (DSE)

Planung und Durchführung gemeinsamer Fortbildungsmaßnahmen für ausländische Bibliotheksmitarbeiter des Goethe-Instituts in Entwicklungsländern

DEUTSCHE BIBLIOTHEK FRANKFURT

Zusammenarbeit bei der Erfassung von Germanica und Beratung der Institutsbibliotheken und des Fachreferats bei Titel- und Bestandsauswahl und EDV-Einsatz

DEUTSCHES BIBLIOTHEKSINSTITUT

Beratung und Betreuung bei der Durchführung von Fortbildungsmaßnahmen und zentralen Projekten

Landesrelevante Ausstattung und laufende Ergänzungen des Medienbestands von Bibliotheken bedeuten eine Kapitalinvestition, die nur durch optimale Nutzung zu rechtfertigen ist. Durchdachte Planung, sorgfältige Themenfindung "vor Ort", Schwerpunktbildung und sachgemäße Erschließung des Bestands sind unabdingbare Voraussetzungen dafür. Das Bibliothekspersonal im Ausland muß deshalb durch entsprechende Maßnahmen - hier zeigt sich die hervorragende Rolle fachlich qualifizierter Fortbildungsarbeit - immer wieder befähigt werden, sich in den Literatur- und AV Medien-Vermittlungsprozeß einschalten zu können, um dem Informationsauftrag entsprechen zu können. Dies muß auch unter den sich ständig ändernden technischen Bedingungen gewährleistet sein und fordert deshalb eine erweiterte Qualifikation für den Beruf des Bibliothekars, der mit der Leitung einer Institutsbibliothek im Ausland betraut werden kann.
Zur Zeit gilt es, die "Neuen Medien" - soweit sinnvoll - in den Wirkungskreis einzubeziehen und konkrete Möglichkeiten gesteigerter Effizienz durch Rationalisierung und Zentralisierung, durch die Einrichtung zentraler Dienste für die formalisierbare Literaturerschließung, für technische Buch- und Medienbearbeitung und den EDV-Einsatz im Bibliotheksbereich des Goethe-Instituts - um auch hier wieder nur einige Forderungen zu nennen - zu erarbeiten. Mit diesem gesamten Problemkomplex befaßt sich z.Z. ein besonderer Projektbeirat, der die Zentralverwaltung fachlich berät.

Dieses ist eine U-BIX Kopie — This is a U-BIX Copy — Ceci est une Copie U-BIX

Aufgrund zentraler Planung wurden die Institutsbibliotheken des Goethe-Instituts zu Bibliotheksregionen zusammengeschlossen, die jeweils von einem Regionalbibliothekar betreut werden. Der Regionalbibliothekar nimmt neben der Leitung der eigenen Bibliothek die regionale Koordinierung, einzelne Reorganisationsaufgaben, konstante Betreuung und Beratung der anderen Bibliotheksleiter wahr, er organisiert regionale Arbeitsbesprechungen, leistet Einzelfortbildung am Arbeitsplatz während regelmäßiger Informationsreisen, beobachtet den deutschen Buchmarkt und erfaßt und beschafft die Literatur in der Landessprache.
Im Rahmen dieser regionalen Zusammenarbeit der Institute und Bibliotheken konnten in den letzten Jahren die Rationalisierung von bibliothekarischen Arbeitsabläufen innerhalb einer Region und die Integrierung der Kataloge und Verzeichnisse der Medienbestände in die Bibliotheken des Gastlandes weiter vorangetrieben werden. Die Vereinheitlichung und Umstellung auf die weltweit angewandte Dezimalklassifikation ermöglichte diesen Schritt und wird weiterhin als Voraussetzung für alle Rationalisierungsmaßnahmen prioritär gefördert durch das Fachreferat.

Auch für Informationszentren des Goethe-Instituts in Ländern Afrikas, Asiens und Lateinamerikas gelten alle Prinzipien der partnerschaftlichen kulturellen Zusammenarbeit. Sie haben keine archivarische Funktion, sondern halten aktuelle, multimediale, kulturelle Information und Dokumentationen abrufbar. Das Goethe-Institut weist der Bibliotheks- und Informationsarbeit gerade in Ländern der DRITTEN WELT eine besondere Priorität zu und geht von der Tatsache aus, daß auch in Ländern Afrikas, Asiens und Lateinamerikas sich kaum noch Entscheidungsprozesse vollziehen können, die nicht in Abhängigkeit von Information stehen.
Hier findet das Goethe-Institut mit seiner Vermittlerrolle in seinen Institutsbibliotheken und deren vom Dialogdenken bestimmten Arbeit im Ausland wichtige zusätzliche Aufgaben gesetzt. Im Rahmen der partnerschaftlichen Zusammenarbeit hat die langjährige Arbeit der Bibliotheken auch in diesem Kontext ihren Standort eingenommen.

Dieses ist eine U·BIX Kopie — This is a U·BIX Copy — Ceci est une Copie U·BIX

IFLA GENERAL CONFERENCE MUNICH 1983

Division: General Research Libraries

Section: National Libtaries

142-NAT-4-E

Publishing by National Libraries: Results of the Pilot Questionnaire.

By Stephen Green (London)

For internal use only:

to be brought to meeting no:

.....128.....

Remarks:

to be presented orally ☒

for distribution only ☐

IFLA
NATIONAL LIBRARIES SECTION

PUBLISHING BY NATIONAL LIBRARIES: RESULTS OF THE PILOT QUESTIONNAIRE - Stephen Green

1. Background

1.1 Discussion and action on the issue of publishing by national libraries was put forward as a priority in the National Libraries Section Medium-Term Programme 1981-85. In 1981, a proposal by the Secretary for a detailed investigation by means of a questionnaire was approved by the Section's Standing Committee and in the following year the Committee considered the draft questionnaire. Its suggested amendments and improvements (supplied in particular by the Bibliothèque Nationale in Paris, the Library of Congress and the National Library of Canada) were incorporated in the version of the questionnaire distributed in Spring 1983. It was agreed that the questionnaire should be given to a limited number of participants to test its relevance and comprehensibility, prior to a wider circulation. The results of the pilot questionnaire are now presented, in two parts. The first part looks at specific points emerging from the correlation of data (para 2) and the second part draws some more general conculsions (para 3). The text of the questionnaire forms appendix I to the paper.

1.2 Almost all national libraries undertake some publishing, whether it be an annual report on activities, information about services provided, national bibliographies, specialised bibliographies, or books and periodicals of potentially wider appeal. Whatever the scale, in the context of the publishing industry as a whole it is a very specialised activity with its own markets, problems and rewards. Despite this, within the community of national libraries there had been virtually no international discussion or sharing of experience at the time the original proposal was put forward. It was felt strongly that a better knowledge of the publishing experiences of other national libraries would be of practical assistance to the national library which wished to start or expand a publishing programme. At the very least, copies of the questionnaire returns could be made available to any member of the National Libraries Section planning a new or revised publication programme. Each questionnaire contains the name of the officer responsible for publications within the institution so that subsequent more detailed enquiries can be made.

1.3 However, since 1981, there has been a promising development: On 11-13 April 1983, the Publications Office held an international Publishing Seminar for a selected group of national and research libraries (appendix II). The author of this paper attended and, where appropriate, has tried to incorporate some of the points made in the general conclusions here presented. The two independently conceived exercises may be seen as complementary. The questionnaire provides a factual basis for analysis and comparison and the seminar gave the opportunity for more general debate. The full proceedings of the seminar will be published by the British Library in September 1983. It has been agreed to hold further

Cont./

meetings, the next to take place (it is hoped) in 1985 in the United States. A Steering Committee has been established with representatives of the Bavarian State Library, the British Library, the Bodleian Library, the Library of Congress, the National Library of Australia and New York Public Library.

1.4 The pilot questionnaire was distributed mainly through the seminar, since it was felt that this would ensure a better response rate. Of the twelve copies sent out, replies were received from seven: the Bavarian State Library, the Bibliothèque Nationale in Paris, the British Library Reference Division, the Library of Congress, the National Library of Canada, the National Library of Wales and the Royal Library in the Hague. Although the National Library of Australia could not respond, some data were gathered from a paper presented by its Publications Officer (Mr A Bolton) at the seminar. It will be noted that all the replies are from countries with mixed economies, and the Socialist countries are not represented. This is a serious omission, but it was recognised from the outset that the publishing traditions, preoccupations and practice in Socialist countries are so radically different from those countries with mixed economies that a single questionnaire could not be universally valid. Discussions are to take place with the Lenin State Library about a resolution to this problem.

1.5 The language of the questionnaire is English, but the Bibliothèque Nationale has kindly rendered an excellent translation which will be essential if and when the questionnaire receives wider circulation. All replies to questions are deliberately non-confidential, except where otherwise stated by the respondents. Some feel that questions which should have been asked have been omitted, but it was necessary to restrict the length of the text to manageable proportions. The questionnaire was designed to establish outline comparative factual bases of operations which could then be developed in specific areas, not to describe a comprehensive picture. Nevertheless, the questions were accompanied in nearly all cases with ample space for comment, which was used to varying degrees by the respondents. The final question gave opportunity to give any further information felt relevant, with particular reference to the evaluation of present activities, plans for the future, and detailed information about minimum, maximum and average print-runs and prices. (It was used by four out of the seven respondents).

2. Questionnaire Analysis

2.1 The data analysis does not give all the correlations which could be established, for two reasons. First, it was felt not to be a particularly useful exercise in the pilot survey and could be left to a later date. Secondly, the last reply received did not reach the author until the second week in August. (It is appreciated that the time-consuming business replying to questionnaires must compete with many other more pressing tasks!) Thus correlations could be made at a later stage between the financial modus operandi of a publishing programme and the degree of importance attached to

Cont./

marketing and promotion; or between the existence and use of mailing lists and the volume (by percentage) of foreign sales.

2.2 There seemed to be no insuperable problems in answering the questionnaire. No respondents pointed out any difficulties, although they were specifically invited to do so. In some questions, multiple-choice options were given, which seemed to satisfy most needs although any further version of the questionnaire would incorporate some minor modications in this respect (eg under Staff functions, (3.3), the use of 'external consultants' would be covered). Only the Bibliothèque Nationale gave information (at Q.8) on minimum, maximum and average print runs and prices. The Bibliothèque Nationale was one of the two institutions which requested this information be sought.

2.3 It is now time to turn to anwers to specific questions. The initial data analysis sheets (in manuscript form) from which these selective observations are drawn are available upon request. Figures are given to one decimal place.

These abbreviations are used:

BSL = Bavarian State Library
BN = Bibliothèque Nationale
BLRD = British Library Reference Division
LC = Library of Congress
NLA = National Library of Australia
NLC = National Library of Canada
NLW = National Library of Wales
RLH = Royal Library, the Hague

BSL makes a fundamental distinction throughout most of the questionnaire between the titles where it acts as its own publisher (BSL 1) and those where it engages other publishers (BSL 2). For the reason for this, see Q.4.2 below.

RLH returns include titles published on its own, in conjunction with other institutions, and through other publishers at its request.

Q.2.1

	monographs	serials
Average number of titles for sale published in 1982	12.1	8.7
In 1980-82	11.8	7.8
Minimum/maximum titles for sale 1982	2-25	1-28
1980-82	0-27	0-29

Comment

(a) 'Other' publications have not been averaged in this question and the next because of the difference in types of material included in each reply.

(b) The volume of monograph publishing is stable over the years 1980-82, but there is a discernible slight increase in serial publishing over the same period, reflected in all of the individual returns except one.

(c) The largest publisher of monographs was the BN (26 per annum) followed by LC (15.3 per annum). LC was easily the largest publisher of serials (28 per annum).

Cont./

Q.2.2.

	monographs	serials
Average number of free titles published in 1982	8	9.2
In 1980-82	7.9	8.5
Minimum/maximum titles in 1982	0-28	0-29
in 1980-82	0-32	0-29

Comment

(a) The value of these results should be treated with caution, for at least three reasons:
  (i) some major institutions chose not to reply to this question.
  (ii) some warned that 'free' publications tended to be decentralised to other departments and had not been counted.
  (iii) 'free' publications were defined within various limits.

(b) From the returns, the Library of Congress and the National Library of Canada issued substantially more free publications than other institutions.

(note: NLA issues approximately 120 priced and unpriced publications per annum. Free publications have now virtually ceased, for policy and economic reasons)

Q.2.3

	Exclusively	Alternatively
Average number of micropublications in 1982	2.1	0.6
1980-82	1.86	0.5

Comment

(a) It may be more meaningful to reveal that in 1982 six institutions published nineteen microform publications, either exclusively or as an alternative to hard copy. (For 1980-82, forty-nine titles).

(b) There is a very slight increase in 1982 over 1980, but it seems that national libraries still do not publish extensively in microform, on their own account.

(c) NLC, with eight titles a year, is the leading publisher. It also publishes in microfiche Canadian University theses on demand.

Q.2.4

Table I gives a graphical representation of the replies to this question.

Comment

(a) BN appears to have by far the strongest backlist, generally speaking.

(b) The paper by Mr Bolton (NLA) made two particularly notable comments:
  (i) there is a noticeable fall in the sales of the printed version of the Australian National Bibliography.
  (ii) NLA publishes only two or three 'titles of interest to the general public' each year (ex 120 titles) but they contribute one third of the total revenue.

Cont./

(c) BLRD's total for national and specialised bibliographies etc excludes nearly thirty guides to holdings in special areas or to literature on specific topics, such as reading lists.

Q.3: Organisation

3.1 Institutions responding affirmatively:

BSL - 'library officers in charge of publications within the Cataloguing Department, the Department of Manuscripts and Rare Books, and the Music and Oriental Departments reporting to the Director of the Library'.

BN - 'Un service des publications a été créé en 1942. Depuis 1976, il a fusionné avec la "Coordination de la Recherche" (gestion des actions de recherche menée en liaison avec divers organismes, notamment le Centre national de la Recherche scientifique).
L'ensemble est dirigé par un conservateur et constitue l'un des "services scientifiques et techniques généraux" de la bibliothèque'.

BLRD- 'Set up in 1978 to take over publishing previously performed by British Museum Publications Ltd on an agency basis. Staff now eight. Head of Publications Office reports directly to the Director of Divisional Administration within the Reference Division'.

LC - 'The Publishing Office was established as a separate entity some twenty years ago and given overall responsibility for the publications program of the Library of Congress, including acquisition, selection, editing, design, production, and marketing. The office reports directly to the Associate Librarian of Congress for National Programs'.

NLA - A Publications Branch within the NLA, with a staff of eleven out of a total of 650.

NLC - 'The Publication Section of the National Library of Canada is responsible for all material published by the National Library. This section is responsible for publications from the manuscript stage to the printing stage. The Publication Section is a part of the Public Relations Office, Administration Branch, and is accountable to the National Librarian through the Executive Secretary'.

Qs.3.2 and 3.3

The data are set out in table 2.

(a) Please note:
(i) Of the eleven NLA staff, two are editorial, five are concerned with distribution and sales/invoicing/finance, ½ with design and production (some work being contracted out) and ½ with administration.
(ii) NLA and NLC had staff using word processors for in-house typesetting.
(iii) BN had its editorial functions distributed throughout the appropriate library service departments. It has twelve staff at Versailles involved in sales by direct mail and to the visiting public, and in stockholding. La Revue de la Bibliothèque Nationale is run from a special department where two people do the editorial work.

(b) Half the respondents employ staff with a publishing background, although the largest unit - at the BN - does not. Library experience seems far more common.

(c) The lack of correlation between the size of units and the apportionment by function probably reflects the different underlying organisational arrangements within the institutions as a whole.

(d) In a more widely circulated questionnaire, it would be instructive to see if there are any correlations between number and deployment of staff on the one hand and the objectives, revenue and activities mentioned later in the questionnaire on the other hand.

Q.4 Publishing Policy

Q.4.1

Only two out of seven respondents had written statements of publishing policy; only NLC was prepared to make it available.

Q.4.2

Three respondents were bound by a general government publishing policy:-

BSL - 'In concordance with the principles of the Free Market Economy libraries in the Federal Republic of Germany, should not act as commercial publishers'. [Thus, similar applies to the Deutsche Bibliothek. A fuller statement of this policy is available]

LC - Bound by Government Printing and Binding Regulations published by the Joint Committee on Printing, US Congress and LC Regulations relating to publications.

NLC - 'must follow the government policy and must publish simultaneously in both official languages'.

Qs.4.3 - 4.6

All published under their own imprint, synonymous with the name of the institution, except BSL in some circumstances and RLH often in joint imprints.

Four published occasionally on behalf of others, the remainder never.

Two published regularly in cooperation with other publishers, two occasionally and two never (although one of these is now actively exploring co-publishing possibilities). The BN has an extensive cooperative micropublishing programme of newspapers and journals with ACRPP (L'Association pour la Conservation et la Reproduction de la presse périodique).

All respondents had limited internal offset litho facilities. NLW had a platen letterpress cylinder and two composition casters. LC had limited photocomposition facilities.

Comment

(a) It is perhaps surprising that more institutions are not concerned with the possibility of co-publishing, particularly with commercial publishers.

(b) Internal offset litho facilities were used for unpriced or cheaper publications, brochures, leaflets etc, in limited quantities.

Cont./

Q.5 Financial Aspects (see table 3)

Q.5.1

All except RLH had a regular annual budget for publishing activities. For the NLC, its publishing budget constituted part of the budget of the Public Relations Office.

Q.5.2 and 5.3

Four respondents had budgets that were determined partially by previous performance. For NLC, all proceeds are credited to the general Governmental Supply Revolving Fund. Most of LC's budget derives from appropriated funds, although it has a smaller revolving gift fund under its control. For the BN, expenditure must not greatly exceed income, taken over a number of years.

Two respondents retained all income, two partially did so, and three not at all.

Q.5.4 and 5.5

All respondents gave some degree of subsidy to their publications and all accepted (when appropriate) subsidy from external organisations (except NLW). LC paid plant costs to the Government Printing Office from its own appropriated funds. LC also accepts subsidies from special gift funds. BN accepts subsidies for very specialised works and certain exhibition catalogues.

Q.5.6 and 5.7 (see table 3)

Q.5.8

LC could not give appropriated fund data; its revolving gift fund is $150,000 per annum. Replies to this question, summarised in the table, show the enormous variations in size of operations between respondents.

Q.6 Marketing Promotion and Sales (see table 4)

Q.6.1

Market research is undertaken by some respondents, although what constitutes 'research' is not specified. A subjective impression is that it consists of contacting predictable sales outlet to test the reaction to a publishing idea. BN comments that it naturally takes the likely reaction of the market into account when deciding on print-run, mode of production etc. BLRD describes its research as 'variable'.

Q.6.2

Direct sale, not surprisingly, was the most popular method of selling. NLA commented that it was also the most effective and profitable, and now accounted for 90% of their sales. Four respondents had their own sales outlets. BLRD shares premises with the British Museum and has close links with its shops. At the publishing seminar the great advantages of having one's own shop were stressed since its passing trade was by definition visitors interested in the collections. On a more negative note, there needed to be a sufficient flow of visitors to make the shop viable. The importance of employing professional sales staff with

Cont./

the ability to handle money and create attractive displays rather than enthusiastic amateurs was stressed. The wider the range of merchandise (including non-book items such as tapestries, pens, packs etc) the better.

Q.6.3 - 6.4

All but the smallest publishers produced annual sales catalogues. Most mounted special promotions for individual titles, fewer concentrated on specific topics or themes.

Q.6.5 - 6.6

All except NLW maintained their own mailing lists, with the addresses held ranging from 1,000 to 10,000. Whilst over half the respondents used the mailing lists of other organisations, only RLH at present allows its own list to be used by others. BLRD is reconsidering its policy. The publishing seminar suggested that there was scope for international collaboration on mailing lists.

Q.6.7

All libraries advertised their publications with varying degrees of frequency. In the case of NLC this is confined to advertising in professional journals their microforms; otherwise all advertising in the Canadian Public Service is carried out by the Department of Supply and Services. The journal was the most used form, followed by the book trade press and the library press (in that order). Only NLW used newspaper advertising, and none used the media of TV and radio. BN's journal advertising is limited to review lists. but new titles are announced systematically in Livres Hebdo and publicity leaflets sent by direct mail and with invoices. LC has a limited advertising budget that is used mainly for direct mail.

Q.6.8 - 6.9

All respondents sent copies for review, and all those who replied to the question on special review lists kept them. Between five and fifty copies were sent for review. Only BLRD secured 'free space', either in other BL journals or by arranging for external editorial comment.

Q.6.10 - 6.11

Five respondents exhibited at book trade fairs. BN exhibits overseas through OPEF (l'office de promotion de l'édition française), and BLRD mentioned its participation in the Frankfurt Book Fair and in the USA. There was also strong involvement in meetings of librarians; NLA commented that these were particularly helpful.

Q.7 Distribution (see table 5)

Q.7.1

Only three respondents had agents in their own countries (in the case of NLC it being the Department of Supply and Services), which is not surprising given the emphasis on direct selling. Overseas agents were again used by three respondents. BLRD is concluding agreements for USA and South East Asia.

Cont./

Q.7.2

All respondents distributed directly, with BSL I and RLH also using other publishers. LC and NLC used the Government distributor.

Q.7.3

Only NLC distributed another publisher's books (UNESCO materials on UBC).

Q.8 Evaluation and plans for the future

Of the comments received, three should be quoted at length:

BN -'Perspectives d'avenir

La grand entreprise depuis le début du siècle, la publication du Catalogue général des Livres imprimés-Auteurs, s'est achevée en 1981.
La publication des suppléments de ce catalogue, et en premier lieu celui des Anonymes, devra utiliser les nouvelles techniques qui sont déjà apparues ou apparaîtront à court terme. C'est ainsi que l'Inventaire général du Fonds français - Graveurs - du Département des Estampes est récemment devenu une publication micro-illustrée et que les publications sur microfiches figurent à la liste des "Catalogues et publications en vente". Ces nouvelles techniques devraient aussi être mise au service des catalogue de fonds spéciaux, dont le faible tirage accroît le prix et fait parfois différer l'édition. Par ailleurs, de nouveaux développement devraient être données d'une part aux publications destinées au grand public, y compris les publications sonores, d'autre part aux publications de formation professionnelle.'

BLRD- 'The basis of the Reference Division list is its catalogue content and the fundamental objective is to operate in such a way so as to publish such works in a viable fashion, ie by restricting print-runs to the probable size of the market (perhaps only 150 copies), using new technology to contain the cost of publication and thus ensure that the prices are reasonable. In addition we are under an obligation to publish for the more general public - ie trade books, postcards, greetings cards etc. We are inhibited in this area by not having our own retail outlet. The programme has been built up since 1978 and it is intended that it will remain more-or-less at its present level with growth largely related to sales achievement.'

LC - 'The Library of Congress issues a wide variety of publications relating to its collections, programs, and services, including guides, catalogs, facsimiles, compilations, informational materials, papers presented at symposia or as individual lectures at the Library, etc. These are financed either from appropriated funds, with printing and distribution handled through the Government Printing Office, or from a small

Cont./

revolving gift fund, whose use allows the Library to contact directly with printers and to handle distribution itself. In addition, many Library of Congress catalogs and related materials, in book form, in microform, and on magnetic tape, are published through the Library's Cataloging Distribution Service, as are catalog cards themselves.

In recent years, the Library's budgets have not allowed expansion of the publishing program, and hence the Publishing Office has placed primary emphasis on introducing qualitative improvements while operating under firm financial constraints. The office has been paying particular attention to developing books in areas overlooked in the past (we recently published the first full-color guide to the Library for both visitors and researchers, for example), and we are encouraging various multidisciplinary publication projects that will combine the resources and expertise of several different divisions within the Library.'

RLH - In 1983 agreement has been signed between the Royal Library, public library authorities, publishing booksellers and the ISBN Agency, with two objectives in mind. First, to coordinate and strengthen the Dutch National Bibliography, secondly, to develop a publishing policy.

3. General Conclusions

3.1 The questionnaire seems to cover comprehensively the territory of national library publishing to the satisfaction of the respondents, but in any wider circulation it may be desirable to omit some of the more detailed questions which did not attract much attention (eg on review copies). With more returns, less detailed analysis would be possible.

3.2 On the data provided, the Bibliothèque Nationale seems to be the largest national library publisher, followed by the Library of Congress and then the British Library and the National Library of Canada (but it is not a beauty contest....)

3.3 Drawing also on the experience of the International Library Publishing Seminar, these are some of the dominant characteristics of national library publishing:

(a) The will and the ability to publish, and the scale of the operation, is dependent more on the size and richness of the institution's collections than its legal status as a national library. Thus in this aspect there is more in common between the major and traditional research libraries than between national libraries irrespective of size. However, national library publishing is distinguished by having the widest set of obligations to the general public at large, whether this be manifested in titles of general interest or the publication of the national bibliography.

(b) Even within what may appear to be a relatively homogeneous group of libraries which replied to the questionnaire, there are marked differences of emphasis in their publishing programmes (see, for example, table 1). There is equal variety of rules, methods and procedures under which they operate; as diverse as national libraries themselves, in fact.

Cont./

(c) National libraries publish in a predominantly non-publishing environment, with a tradition of free public service. This is reflected in the high percentage of free or uneconomically priced works produced, and it inevitably distorts severely the application of the criteria of financial performance as a measure of success (or otherwise). The financial systems themselves under which publishing has to operate (trading in a non-trading society) are not those that mainstream publishers would ever choose. It is usually very difficult to respond quickly and imaginatively to publishing opportunities since they require capital investment. In some national libraries, the publishing programme may contain elements of a historical act; something which has been done for many years without contemporary and fundamental questions being posed (this does not apply to any of the respondents, I hasten to add!) Publishing also undoubtedly takes place as an instrument of larger library policy or in fulfilment of statutory obligations, rather than publishing justifications per se being used. The constant element of subsidy displays this. This is not to belittle the role of national library publishing in any way, particularly since it often enables extremely specialised, and potentially prohibitively expensive, works to be issued for the benefit of scholarship.

(d) Few other publishing operations have so many expert authors 'within the firm'. On the other hand, the existence of large members of curatorial staff can cause problems of its own for the library publisher, with authors demanding a more active involvement in the minutiae of publishing than is usually accepted.

3.4 It is not a widespread practice for national libraries to employ staff with a professional publishing background, perhaps partly because it is difficult to attract them with an encouraging career structure (see table 2). Yet there was general agreement at the seminar that it was easier for a publisher to be successful in a library than it was for a librarian to turn publisher. As Mr Cobbe (BLRD and Co-Chairman of the seminar) pointed out, there are equations between print-runs, printing methods, degree of illustration and colour, and pricing that even professional publishers find difficult. The use of staff with a publishing background can make a finite budget go further, and can greatly assist in negotiating co-publishing agreements with private sector publishers.

3.5 There may be scope for more national libraries to create statements of their publishing objectives (see the responses to Q.4.1). What should be the proper mixture between contributing to scholarship; to the general library services; to the obligation to distribute information and make collections held in stewardship for the public better known beyond the physical confines of the library; to the identity and public relations activities of the library; to its statutory obligations; and to financial viability? It is a complex balancing act.

Cont./

3.6 Whatever the objectives of a library's publishing policy, a greater emphasis on marketing and promotion can help to attain greater efficiency (and revenue, where appropriate), as some national libraries have already realised. In essence, it is improving the sensitivity of library publishing to the public need. Good marketing not only gives an impetus to a library's publishing programme, it also can discipline inexperienced enthusiasms. Within the term 'marketing' in its broadest sense, one can include the administration of effective accounting, warehousing and distribution systems which should be designed to maintain customer satisfaction with the 'product', not negate it.

3.7 From the evidence of the questionnaire, supplemented by discussion at the seminar there are four key areas where national libraries may wish to develop their publishing programmes:

(a) Microform publications, either issued directly or by arrangement with an external publisher who provides both a royalty or fee to the library (and at least one free copy which can aid the conservation of the collections) and the risk capital. Since commercial microform publishing is internationalised, there is scope for the exchange of information between library publishers to secure the most advantageous arrangements. Terms currently offered differ widely.

(b) Equally, the techniques of short-run publishing - matching a very limited edition of 150 or even 50 to the highly specialised market (which is probably international) with the correct modern production techniques and correct pricing - holds great possibilities. In a short-run, typesetting can account for 70% or more of the total production cost, and the greater employment of word processing can reduce these costs. Nevertheless, it has its own discipline. Two respondents had internal word-processing capability, and a wider debate of the advantages and disadvantages might prove mutually beneficial.

(c) Where the potential market is international, should not national libraries consider reciprocal exchanges of mailing lists (see the responses to Q.6.5 and 6.6) even when they generally do not make their lists available? Such cooperation might enable a run of 250 rather than 150 or 100 to be printed, with a consequent effect upon pricing.

(d) Some respondents (Q.4.5) engage in co-publishing with commercial publishers and this seems to be a growing trend. As the publisher in the Library of Congress graphically expressed it, it has two main attractions. First, the library takes advantage of greater marketing acumen of the partner and secondly, it can be done on 'OPM' - other people's money!

4. The author wishes to acknowledge with gratitude the invaluable assistance in the preparation of this paper of those who responded to the questionnaire and the participants (especially the Co-Chairman) in the library publishing seminar. The views expressed in the comments and general conclusions are his own and not those of the British Library. To end, I should like to quote my colleague Hugh Cobbe:

Cont./

"[If we are to publish] we must do it professionally..... the adaptation of the practices of the publishing industry to the needs of the library is one of the most exciting challenges facing our community of research libraries. We have been drawing to ourselves the raw material of knowledge in a hundred years of expansion. The time is coming, indeed has come, when we must grasp every means of putting such a resource to work to the benefit of society. Publishing is a means lying already to hand, if it is used properly."

Stephen Green August 1983

APPENDIX II

SEMINAR ON LIBRARY PUBLISHING

11 - 13 APRIL 1983

ABERYSTWYTH	National Library of Wales	Dr G Gruffyd
CAMBRDIGE (UK)	Cambridge University Library	Mr D J Hall
CAMBRIDGE, MASS	Havard University Library	Mr Kenneth Carpenter
CANBERRA	National Library of Australia	Mr Alec Bolton
EDINBURGH	National Library of Scotland	Dr Ann Matheson
FRANKFURT-A-MAIN	Deutsche Bibliothek	Prof Dr Günther Pflug
THE HAGUE	Koninklijke Bibliotheek	Dr A W Willemson
LONDON	British Museum	Mr Michael Hoare/ Ms Heather Dean
	British Museum (Natural History)	Mr Robert Cross
	Library Association (LA Publishing)	Mr Charles Ellis
LOS ANGELES	William Andrews Clark Memorial Library	Mr Thomas F Wright/ Ms Nancy M Shea
MANCHESTER	John Rylands University Library	Dr Clive Field
MUNICH	Bayerische Staatsbibliothek	Dr Karl Dachs
NEW YORK	Columbia University Libraries	Ms Rachel Goldstein
	New York Public Library	Ms Ruth Ann Stewart
OTTAWA	National Library of Canada	Ms Gwynneth Evans
OXFORD	Bodleian Library	Ms Joanna Dodsworth
PHILADELPHIA	Free Library of Philadelphia	Ms Marie E Korey
	Library Company of Philadelphia	" "
ROME	Biblioteca Apostolica Vaticana	Mgr Paul Canart
WASHINGTON	Library of Congress	Mr Dana J Pratt
BRITISH LIBRARY	Reference Division	Mr Hugh Cobbe Ms Jane Carr Mr David Way Mr Stephen Green
	Lending Division	Mr Peter Haigh
	Bibliographic Services Division	Mr David Martin
	Research & Development Department	Dr Hugh Pinnock
	Conservation	Mr Nicholas Barker
	Press Office	Ms Margaret Treen

TABLE 1

2.4 TITLES IN PRINT 1 = for sale 2 = free 3 = exclusively in microform 4 = alternatively in microform

	BSL				BN				BLRD				NLC				NLW				RLH			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
(a) national and specialised bibliographies etc.	45/	2/	3/	-	231/-		/3/	-	99	-	-	-	4/30/		8/	-	7	-	-	-	8/	4	-	-
(b) brochures/folders about the Library	1/	7/	-	-					1	-	-	-	-/10/		-	-	5/	2	-	-)				
(c) information about services	1	-	-	-	-/30/		-	-	4	-	-	-	-/32/		-	-				)	-/	5/	-	-
(d) policy and research reports and surveys					6/	-	-	-					17/23/		-/	4								
(e) works on librarianship	5	-	-	-	15/	-	-	-					9/28/		-/	-					-/	2/	-	-
(f) Standards	6	-	-	-	9/	-	-	-					3/	4/	-	-								
(g) exhibition catalogues	56	-	-	-	392/-		-	-	17	-	-	-	-/11/		-	-	3	-	-	-	3	-	-	-
(h) scholarly monographs	11	-	-	-	1/	-	-	-	10	-	-	-	13/	5/	-	-	34	-	-	-				
(i) titles of interest to the general public					1/	-	-	-	36	-	-	-	10/34/		-	-								
(j) posters, greetings and postcards	62	-	-	-	853/-		-	-	200postcards 12 -posters 10 greetings cards				-/	9/	-	-	41	-	-	-				
(k) facsimiles and reprints	31 (excl. reprints)				11/	-	-	-	40 maps												1	-	-	-
(l) annual reports	-	1	-	-	1*/	-	-	-					-/10/		-	-	47/	9/	-	-				
(m) non books and mixed media publications	51 recorded sound discs				42/	2/	-	-					1/	-	-	-	-	-/	1/	-				
					10 (cartes à jouer et tarots)																			

*1933/34 →

LC data to be supplied

STAFF NUMBERS, QUALIFICATIONS AND/OR EXPERIENCE, AND DEPLOYMENT

TABLE 2

		BSL	BN	BLRD	LC	NLC	NLW
3.2	TOTAL STAFF NUMBERS	1 (part-time equivalents)	17	8	10½	9	½
3.2.1	PUBLISHING QUALIFI-CATIONS/ EXPERIENCE	-	-	2	6	1	-
3.2.2	LIBRARY QUALIFI-CATIONS/ EXPERIENCE	all	8	1	8	1	-
3.3	BY FUNCTION						
	EDITORIAL	7 P/Ts		1	4	4	
	DESIGN & PRODUCTION		1½	[contracted out]	2	1	
	PROMOTION AND MARKETING			1	½	⅓	
	DISTRIBU-TION				-	1	½
	SALES/ INVOICING/ FINANCE		12	4	1	⅓	
	ADMIN.		3	2	3	⅓	
	RESEARCH		½				

Chartwell

Sheet 1 - TABLE 3

Q.5 FINANCIAL ASPECTS	BSL	BN	BLRD	LC	(NLA)	NLC	NLW	RLH
5.1 Regular annual budget?	✓	✓	✓	✓	✓	✓*	✓	✗
5.2 Determined by previous sales performance? P = partially N = not at all	N	P	N	P*		N*	N	P*
5.3 Income kept by you? W = wholly P = partially N = not at all	N	W	N	P*		N*	W	P
5.4 Any Publications subsidised? A = all M = most S = some N = none	(I) A (II) S	A	S	M*		S	M	M
5.5 Accept subsidies from others?	✓ occasionally	✓*	✓ occasionally	✓		✓	✓	✗
5.6 Trade discounts offered?	(I) ✗ (II) ✓	✓	✓		✓	✓	✓	✓
10 - 20%					10% subscription agencies			
21 - 30%		✓	✓	✓	25% monographs		✓	✓
31 - 40%		✓	✓		40% via commercial distributor	✓		
		Proportional to number of copies	Depends on title					

* = comment in text

Charbar

Sheet 1 - TABLE 4

Q.6 MARKETING PROMOTION AND SALES

	BSL	BN	BLRD	LC	(NLA)	NLC	NLW	RLH
6.1 Undertake market research? Y = Always S = Sometimes N = No	(I) N (II)Y	N*	Y*	N		S	N	S
6.2 Method of Sale								
Direct Mail	(I) ✓	✓	✓	✓	✓*		✓	✓
Own bookshops		✓	*	✓	✓		✓	
Other Shops		✓	✓	✓			✓	✓
Govt. Printing Office				✓		✓		✓
Library Suppliers			✓		✓			
Authorised agents						✓		
through other publishers								✓
6.3 Sales catalogue								
Seasonal	(II)✓							
Annual		✓	✓	✓	✓	✓		
Irregular	(I) ✓						✓	✓

* = comment in text

Chartwell

Sheet 2 - TABLE 3

Q.5 FINANCIAL ASPECTS (cont.)		BSL	BN	BLRD	LC	(NLA)	NLC	NLW	RLH
5.7 Discounts to other library groups and individuals?		✓ Free copies to Bavarian State Libraries (I) ✗ (II)	✓ 20% French libraries 10% foreign libraries 10% Friends 10-30% Authors	✓ Staff Authors Friends	✓ 25% for 100 copies plus		✓ 20% Public Libraries	✗	✗
5.8 Average annual turnover? N/A = no answer		N/A	FF.3.5m.	£355,000	*	A$471,000	N/A	£1,000	D.Fl.200,000
5.9 Proportion of national to foreign sales?	N		60	63	90			95	
	F		40	37	10			5	

* = comment in text

Q.6 MARKETING PROMOTION AND SALES

Sheet 2 - TABLE 4

	BSL	BN	BLRD	LC	(NLA)	NLC	NLW	RLH
6.4 Promotional material?								
individual titles		✓	✓	✓		✓	✓	
series/topics		✓		✓				✓
6.5 Own mailing list?	(II)✓	✓	✓	✓	✓	✓	×	✓
no. of addresses?		5,000	3,000	10,000	? 1,600	9.500		1 000
others can use?		×	×*	×		×		✓
6.6 use others?		×	✓	✓	✓	×	×	✓ occasionally
6.7 Advertise?	(II)✓	✓	✓	✓	✓	×*	✓	✓ v infrequent
journals	(II)✓	✓*	✓	✓		✓	✓	
newspapers							✓	
book trade press	(II)✓	✓	✓				✓	
library press	(II)✓		✓				✓	

* = comment in text

Q.6 - MARKETING PROMOTION AND SALES (cont)

Chartwell

Sheet 3 - TABLE 4

	BSL	BN	BLRD	LC	(NLA)	NLC	NLW	RLH
6.8 Publications reviewed?	✓	✓	✓	✓	✓	✓	✓	✓
6.8.1 Average no of copies sent?			6 - 10	50		35	15	5 - 6
6.8.2 Special Review lists?	✓	✓	✓	✓		✓	✓	
6.9 Other free space?	×		✓*	×		×	×	×
6.10 Exhibit at trade fairs?	(II)✓	✓*	✓*	✓		✓	×	×
6.11 Exhibition at library meetings?		✓	✓	✓	✓*	✓		×

*comment in text

Q.7 DISTRIBUTION

TABLE 5

	BSL	BN	BLRD	LC	(NLA)	NLC	NLW	RLH
7.1 Agents/representatives to bookshops/library suppliers								
in your country?	(II) ✓	×	×	×		✓*	✓	×
Abroad?	(II) ✓	×	✓*	×		✓*		×
7.2 How do you distribute?								
Direct	(I) ✓	✓	✓	✓	✓	✓ (Free publications)	✓	✓
through another publisher	(I) ✓							✓
specialist distributor	(II) ✓							
Government distributor				✓		✓ (priced publications)		✓
other							✓ (Welsh Books Council)	
7.3 Do you distribute the publications of others?	×	×	×	×		✓*	×	×

* = comment in text

QUESTIONNAIRE

ON

PUBLISHING BY NATIONAL LIBRARIES

Your help is requested in returning this questionnaire promptly - by 15 MAY 1983 at the latest - to:

Stephen Green
Secretary
IFLA National Libraries Section
c/o The Newspaper Library
The British Library
Colindale Avenue
London NW9 5HE
United Kingdom

Tel: 01-200-5515

The compiler gratefully acknowledges the assistance of the Bibliotheque Nationale Paris, the Library of Congress and the National Library of Canada.

SCOPE

Information obtained from this questionnaire will be used to establish a central data bank covering the publishing activities of national libraries and to prepare an analytical survey of those activities. All members of the National Libraries Section will have access to the data compiled.

Although most of the questions can be answered quickly, additional detailed information will be most useful. You should not feel constrained by the structure of the questionnaire. After answering the questions, you may append any additional information that you believe will be of interest. Questions not appropriate to the publishing activties of your library need not be answered. All information given will be treated as nonconfidential unless you indicate otherwise. Confidential information that you believe will be of value to the survey may be submitted with the understanding that it will not be distributed unless you specifically authorise its disclosure.

NOTE ON THE QUESTIONS

Q 2.1

Serials refers to the number of titles, not the number of parts.
Monographs in series should be counted as monographs.
Other might include, for example, posters and postcards.
When a title appears in a range of versions (hardback, paperback, microform etc), it should be counted as only one item (but see Q 2.3, which is specifically on microforms).

If data for 1980-82 give an inaccurate or a typical picture of your publishing activities, please provide supplementary data in the space for comment.

Please note any major micropublishing projects at this point.

Q 2.2

It may be difficult to quantify the number of free titles issued. If you choose to exlude certain materials, please state which categories are included and which excluded.

Exclude 'publications' produced exclusively for internal use.

SEMINAR ON LIBRARY PUBLISHING

11 - 13 APRIL 1983

ABERYSTWYTH	National Library of Wales	Dr G Gruffyd
CAMBRDIGE (UK)	Cambridge University Library	Mr D J Hall
CAMBRIDGE, MASS	Havard University Library	Mr Kenneth Carpenter
CANBERRA	National Library of Australia	Mr Alec Bolton
EDINBURGH	National Library of Scotland	Dr Ann Matheson
FRANKFURT-A-MAIN	Deutsche Bibliothek	Prof Dr Günther Pflug
THE HAGUE	Koninklijke Bibliotheek	Dr A W Willemson
LONDON	British Museum	Mr Michael Hoare/ Ms Heather Dean
	British Museum (Natural History)	Mr Robert Cross
	Library Association (LA Publishing)	Mr Charles Ellis
LOS ANGELES	William Andrews Clark Memorial Library	Mr Thomas F Wright/ Ms Nancy M Shea
MANCHESTER	John Rylands University Library	Dr Clive Field
MUNICH	Bayerische Staatsbibliothek	Dr Karl Dachs
NEW YORK	Columbia University Libraries	Ms Rachel Goldstein
	New York Public Library	Ms Ruth Ann Stewart
OTTAWA	National Library of Canada	Ms Gwynneth Evans
OXFORD	Bodleian Library	Ms Joanna Dodsworth
PHILADELPHIA	Free Library of Philadelphia	Ms Marie E Korey
	Library Company of Philadelphia	" "
ROME	Biblioteca Apostolica Vaticana	Mgr Paul Canart
WASHINGTON	Library of Congress	Mr Dana J Pratt
BRITISH LIBRARY	Reference Division	Mr Hugh Cobbe Ms Jane Carr Mr David Way Mr Stephen Green
	Lending Division	Mr Peter Haigh
	Bibliographic Services Division	Mr David Martin
	Research & Development Department	Dr Hugh Pinnock
	Conservation	Mr Nicholas Barker
	Press Office	Ms Margaret Treen

PUBLISHING BY NATIONAL LIBRARIES

1 Institutional Data

1.1 Name and address of your institution: .....
.....
.....
.....
.....

1.2 Person replying to this questionnaire & position .....
.....

1.3 Person to whom any further requests for information should be made .....

2 Volume and types of publishing activity

		monographs	serials	other
2.1 How many titles for sale did you publish in	1982?	.....	.....	.....
	1981?	.....	.....	.....
	1980?	.....	.....	.....

comment: .....
.....
.....
.....
.....

2.2 How many free titles did you publish in	1982?	.....	.....
	1981?	.....	.....
	1980?	.....	.....

comment: .....
.....
.....
.....
.....

2.3		exclusively	alternatively
How many of the titles numbered above appeared exclusively or alternatively in microform in	1982?	.....	.....
	1981?	.....	.....
	1980?	.....	.....

comment: .....
.....
.....
.....
.....

Q 2.4

The purpose of this question is to identify the range and emphasis of your publishing programme.

(a) includes simple checklists of holdings.

(f) includes codes of practice, manuals etc. issued to other libraries.

The distinction between (h) and (i) will be subjective to some extent.

(m) includes films, microfilms, microfiche, recordings and photographic slides If you publish some or all of these extensively, please be more specific in the comment space.

Use the comment space for any categories that have been omitted.

Please enclose with the completed questionnaire one copy of each list, catalogue of publications for sale, and promotional piece that you produce.

Q 3.1

If your library's publications programme is handled by a separate organisation that is exclusively concerned with publishing on behalf of the library, describe that organisation here.

Please also summarise any earlier publishing arrangements and discuss why they were changed.

2.4 How many titles do you have in print in each of the categories below?

	for sale	free	exclusively in microform	alternatives in microform
(a) national and specialised bibliographies (including subject-based union lists)	.....	....	.....	.....
(b) brochures/folders about the Library	.....	....	.....	.....
(c) information about services	.....	....	.....	.....
(d) policy and research reports and surveys	.....	....	.....	.....
(e) works on librarianship	.....	....	.....	.....
(f) Standards	.....	....	.....	.....
(g) exhibition catalogues	.....	....	.....	.....
(h) scholarly monographs	.....	....	.....	.....
(i) titles of interest to the general public	.....	....	.....	.....
(j) posters, greetings and postcards	.....	....	.....	.....
(k) facsimiles and reprints	.....	....	.....	.....
(l) annual reports	.....	....	.....	.....
(m) non books and mixed media publications	.....	....	.....	.....

Please enclose one copy of any list, catalogue of publications or promotional piece that you produce.

comment .....
.....
.....
.....
.....

3 Organisation

3.1 Does your library have a specialised unit or units concerned with publications?

☐ Yes
☐ No

(If yes, please give a brief history of each unit, including its place within the organisational structure and the library officer to whom it is directly accountable).

.....
.....
.....
.....
.....
.....
.....

continued over

Q 3.2

Express part-time staff in terms of full-time equivalents. Typical functions of a publications unit are listed in Q 3.3.

.....

.....

.....

3.2 How many staff members are employed in each such unit? .....

.....

.....

.. ..

.....

3.2.1 How many had qualifications and/or experience in publishing before joining your library? .....

.....

.....

....

.....

3.2.2 How many have qualifications and/or experience in library activities of activities of a professional nature? .....

.....

.....

.....

.....

3.3 How many staff are allocated to each of the following specific functions? (Use fractions if a staff member's time is divided among various functions)

Editorial .....

Design & Production .....

Promotion & Marketing .....

Distribution .....

Sales/invoicing/Finance .....

Administration .....

Other (please specify) .....

.....

.....

comment (on all parts of Q.3)

.....

.....

.....

.....

.....

.....

Q 4.1

If you submit a policy statement that includes restricted information, please indicate whether the entire statement or only specific sections should be treated as confidential.

Q 4.5

If possible please indicate circumstances in which you decide to copublish.

Q 4.6.1

Please use this space to specify type of equipment, the purposes for which it is used, and the extent to which it contributes to producing your total publishing output.

4 Publishing Policy

4.1 Do you have a written statement of your publishing policy? ☐ Yes ☐ No

4.1.1 If yes, can you make a copy available for purposes of this survey? (If yes, please attach to this questionnaire) ☐ Yes ☐ No

4.2 Is there a general government publishing policy which the Library must follow? ☐ Yes ☐ No

4.2.1 If yes, please comment:

.....

.....

.....

.....

.....

4.3 Do you publish under your own imprint(s)? ☐ Yes ☐ No

4.3.1 If yes, please specify the imprint(s):

.....

.....

.....

4.4 Do you publish on behalf of other organisations? ☐ Regularly ☐ Occasionally ☐ Never

4.5 Do you publish in cooperation with other publishers? ☐ Regularly ☐ Occasionally ☐ Never

4.6 Do you have your own printing facilities? ☐ Yes ☐ No

4.6.1 If yes, please specify:

.....

.....

.....

comment (on all parts of Q.4)

.....

.....

.....

.....

.....

.....

.....

Q 5.3

Your answer should be "Not at all" if money earned through sale of publications is returned to a general government fund.

5 Financial Aspects

5.1 Does your library allocate a regular annual budget for publishing activities?

- ☐ Yes
- ☐ No

comment .....

.....

.....

.....

.....

5.2 Is the size of the annual budget determined by previous sales performance?

- ☐ Wholly
- ☐ Partially
- ☐ Not at all

comment .....

.....

.....

5.3 Is income from the sale of publications kept by your Library for its own use?

- ☐ Wholly
- ☐ Partially
- ☐ Not at all

comment .....

.....

.....

5.4 Do you subsidise any of your publications?

- ☐ All
- ☐ Most
- ☐ Some
- ☐ None

comment .....

.....

.....

5.5 Do you accept subsidies from external organisations to assist publications?

- ☐ Yes
- ☐ No

5.5.1 If yes, please comment:

.....

.....

.....

Q 5.7.1

Include here, for example, professional colleagues and members of a Society of Friends of the library. What percentage discount is given to each category?

Q 6.2

If there is more than one sales point within your library, please list each one.

5.6 Do you offer trade discounts to booksellers and/or library suppliers?

- ☐ Yes
- ☐ No

5.6.1 If yes, at what level?

- ☐ 0-10%
- ☐ 11-20%
- ☐ 21-30%
- ☐ 31-40%
- ☐ over 40%

5.7 Do you offer discounts to other library groups or individuals?

- ☐ Yes
- ☐ No

5.7.1 If yes, please specify:

.....

.....

.....

5.8 What is your average annual turnover?
(Please specify currency used)

.....

5.9 What is the proportion (in percentage terms) of your national sales to your foreign sales?

National .....%

Foreign .....%

6 Marketing, promotion and sales

6.1 Do you undertake research into the potential sales market before deciding to publish a title?

- ☐ Yes, always
- ☐ Yes, for some titles
- ☐ No

comment .....

.....

.....

6.2 How do you sell your publications?
(List all applicable categories)

- ☐ Directly, by mail
- ☐ In your own bookshops
- ☐ Through other bookshops
- ☐ Through the government printing office
- ☐ .....
- ☐ .....
- ☐ .....

6.3 How often do you produce sales catalogues and/or lists?

- ☐ Seasonally
- ☐ Annually
- ☐ Irregularly
- ☐ Not at all

6.4 What promotional material do you produce?

- ☐ For individual titles/series
- ☐ On specific topics
- ☐ None

6.5 Do you maintain your own mailing lists for distributing sales catalogues and/or promotional material?

- ☐ Yes
- ☐ No

6.5.1 If yes, approximately how many addresses are held? ....

6.5.2 Do you permit other organisations to use your mailing lists?

- ☐ Yes
- ☐ No

6.6 Do you use the mailing lists of other organisations?

- ☐ Yes
- ☐ No

6.7 Do you pay to advertise your publications?

- ☐ Yes
- ☐ No

6.7.1 If yes, where?

- ☐ journals
- ☐ newspapers
- ☐ book trade press
- ☐ library press
- ☐ radio
- ☐ television
- ☐ other (please specify)

.....

.....

.....

6.7.2 Please comment on the extent and frequency of your advertising:

.....

.....

.....

Q 6.8.1

Include here, for example, cooperative or reciprocal advertising.

6.8 Are your publications reviewed in independent journals? ☐ Yes ☐ No

6.8.1 If yes, what is the average number of review copies sent out? .....

6.8.2 Do you prepare special review lists? ☐ Yes ☐ No

6.9 Do you receive other free advertising space? ☐ Yes ☐ No

6.9.1 If yes, please specify:

.....

.....

6.10 Do you exhibit regularly your publications at fairs/ exhibitions organised by the book trade? ☐ Yes ☐ No

6.10.1 If yes, in which countries? .....

.....

.....

.....

6.11 Do you exhibit regularly your publications at meetings organised by librarians? ☐ Yes ☐ No

Comment (on all parts of Q.6)

.....

.....

.....

.....

.....

.....

.....

.....

7 Representation and Distribution

7.1 Have you appointed agents to represent your publications to bookshops and/or library suppliers -

within your country? ☐ Yes ☐ No

abroad? ☐ Yes ☐ No

Q 8

Specific questions about minimum, maximum and average print runs and prices have been excluded because of the difficulties of correlating the data received. However, it would be helpful if you could give some brief comments on these aspects here.

7.2 How do your distribute your publications?

- ☐ Directly
- ☐ Through another publisher
- ☐ Through a specialist distributo
- ☐ Through the government distributor
- ☐ Other (please specify)

.....
.....
.....
.....

7.3 Do you distribute publications of other organisations?

- ☐ Yes
- ☐ No

comment (on all parts of Q.7)

.....
.....
.....
.....
.....

8 Please use the remaining space to provide additional information on your programmes to evaluate your publishing activities and to indicate your plans for the future.

Guy Sylvestre
National Librarian of Canada

THE MANAGEMENT OF CHANGE(1)

I must start with words of apology. Contrary to a now well established IFLA tradition, which I respect and value and from which I benefited over the years as you did, I did not have a draft text until this morning. I regret it very much, but I feel somewhat less guilty about it as I know that simultaneous translation is available at this session. Nevertheless, I suppose that this could be seen as a good example of the mismanagement of change. It was last year in Montreal that I was asked if I would give a paper in Munich on the management of change. I must admit that this did not appeal very much to me, for I have developed over the years a growing allergy to theories, generalizations and I was going to say: systems, but I should rather say: too systematic approaches. I was eventually prevailed upon to agree, and the end result is that you now have the wrong speaker in the wrong IFLA Division; and furthermore without a well prepared paper.

I find myself speaking at the end of the day, and following colleagues who have covered very well indeed many important aspects of this years's topic. The authoritative presentations we have heard so far to the last tomorrow with Maurice Line's new incarnation as a futurologist, all talk about the application of computer and telecommunications technologies, the impact of their convergence; the advent of videotex, teletex, electronic mail, minis and micros, word processors, videodiscs and optical discs, all of which are discussed by experts far more knowledgeable than I, and none of which incidentally were developed or are being developed by librarians. But librarians did not develop the book, either.

A great many problems posed by these technologies are accordingly ones of adaption rather than of development. These technologies have had, have and will undoubtedly continue to have profound effects on library processes and services, from acquisitions - think, for instance, of electronic publishing, full text storage, and publication on demand; to cataloguing - think of on-line file transfer; to document delivery - think again of full text storage and teletex; to conservation, think of image digitization and optical discs. What I have referred to so far are technologies, but however powerful tools they may make available to us, they are not without creating new problems along with new and increased opportunities.

(1) Paper given at the 49th Council and General Conference of the International Federation of Library Associations and Institutions, Munich, FRG, on August 23, 1983.

Many of these problems are not technological: they are attitudinal, or social, or political, or economic, or legal. They are also compounded by the co-existence of traditional and new technologies in most libraries, even with respect to the same operation or service. Take interlending, as an example. At the National Library of Canada, we receive requests for locating materials by letter, by telephone, by telex and by electronic mail, and we reply through the same medium, which calls on the part of our lending division staff for a much greater versatility and expertise than used to be the case. I deliberately chose a very simple example of the impact of technology on a rather unsophisticated operation to indicate that technological change has indeed an all pervasive impact on library services, involving in this case both the librarian, and the user.

Well, as I indicated, I shall not attempt to repeat what has been said, or will be said, in other papers, and what I propose to say is, I am afraid, neither new or original.

I am not a professor and I have no management theory to profess. I read over the years about management theories and I usually found them largely irrelevant to my situation, although some of the techniques that have been developed are at times useful to managers, as long as they are adapted to the needs and circumstances of a given situation or institution.

I am not sure that I am a manager either. In any case I do not recognize in myself the incarnation of any definition of a manager which I found from time to time in the books or articles of professors of business administration or sociologists. When I decided more than thirty years ago to attempt to enter the library field, it was certainly not with a view to becoming a manager. This horrible thought would possibly have dissuaded me from pursuing my efforts and I would have looked elsewhere for a career. But the fact is that I have now occupied for some thirty-eight years positions with managerial responsibilities, at first limited, lately somewhat greater, and what strikes me the most as I reflect upon these years of change, and I know that this experience was shared by many here, is not so much the fact that my responsibilities have grown larger with larger staff and a larger budget, but that they have grown increasingly complex and diversified and, at the same time, have had to be exercised within a context of increasing controls and regulations imposed by our masters. So that management tends to be seen more and more as a science, or a series or techniques, whilst in my opinion it is and should remain to a very large degree an art.

There is not much point in my trying to fight this trend, especially within the monstrous government machine, to which a great philosopher of our host country, Nietzsche, referred to as the most frigid

of the frigid monsters, the state. What you are getting today is nothing more, I am afraid, than some observations of one who, when he retires in three months time, would have survived more than forty-one years at the service not so much of the frigid monster, he hopes, but at the service of his fellow citizens.

These observations are meant to be a plea for pragmatism, which has always been my approach, and for a return to horse sense, which is still, in my opinion, the greatest quality needed of a manager and of a leader.' I find it relevant to note that there are schools or faculties of management, but not of leadership. You can learn a good deal about leadership in the study of history, and in observing the modus operandi of some leaders, should you have the good fortune of working for or with some of them. Experience is in my opinion the best of teachers; pragmatism and flexibility are essential characters of good leaders. Leaders are not necessarily good managers according to the book but conversely, good managers according to the book, are not necessarily leaders. In fact, this is a rare occurrence and, in my opinion, the best managers are good managers when they are leaders, which occurs only when they are respected by those they have the privilege to lead, not because they have learned and are trying to apply a number of rigid rules, but for their personal qualifications, their dedication, their sense of purpose, their adaptability and their decisiveness. Leaders are the best managers of change because their basic approach is always empirical.

I suspect that a great many library managers find themselves increasingly ill at ease with the rapid proliferation of new technology and increased management controls. It is essential that they know what the technology can do, but not necessarily how it does it; that they be able to assess policy proposals and their implications for costs and services; that they should know when to buy and when to do; how far to attempt to meet users' needs from local resources, and to what extent to be dependent on regional or national, or indeed in some cases international, services. Tomorrow, with respect to a great deal of our collections, many of us will also have to decide what books and other documents should be preserved in the original, which ones in microcopies, which ones in both formats. Decisions will vary from place to place depending on the human, financial and technical resources available, on the cost/effectiveness of joining a consortium, or even consortia, and of participating in cooperative projects. Networks are not new in the library world; they have existed for a long time, but the new bibliographic telecommunications networks impose new constraints on their members, just as the introduction of computer systems have imposed greater rigidity than did the traditional manual systems.

The introduction of systems requires also careful planning: if they can improve the delivery of services and sometimes reduce the

direct costs of such services, systems can however add to the cost of maintaining the necessary physical environment, including the upgrading of wiring, the air conditioning of computer rooms, the additional security requirements, and the retraining of the staff. When large main frames are introduced in large libraries, not only are there substantial capital outlays for hardware, which needs frequent updating, but a large part of the budget is locked into the system, which reduces the flexibility to move money around. We are also increasingly aware that the technology changes so rapidly that long-term planning is increasingly difficult and that, whatever system is used, it should be kept under constant review to assess the degree to which it remains cost effective. It is also difficult to assess in advance to what degree improved access to information will or may generate increased demand, but we now know that on-line catalogues do just that, and that many libraries have difficulty in coping with success without reallocating staff to readers' services areas. In fact, what library managers are called upon to manage with the greatest difficulty today is precisely this constant change which we are witnessing, or causing, in our own environment.

This constant change is not only technological, it is no less pervasive in the management techniques imposed upon us by the bureaucracies which dominate the private as well as the public sectors nowadays. To varying degrees, we have had to introduce in our planning and budgeting exercises PPB, management by objectives, zero budgeting, performance measurement, program evaluation, internal audit, so that an increasingly larger part of our staff is made up of our own bureaucrats, and an increasingly larger amount of our time is spent at keeping statistics, conducting surveys and preparing and discussing reports for those who hold the purse. And I have come to the conclusion that our ability to improve our services is in inverse ratio to the degree to which we satisfy our masters.

Now do not read in these remarks a plea for irresponsibility. We must be responsible, we must plan and we must be accountable; and accountability is one of the key words in government circles in Ottawa these days. But I want to be accountable for what I decide and do, for what my staff do; not for what central government agencies decide and I am not saying: do, because they are not doers. Incidentally, talking about accountability leads me to note that the so-called participatory management cannot work in the kind of hierarchical organization I happen to be working in. The National Library of Canada is not a corporation and is not run by a committee or a board: the National Librarian alone is accountable for its management, its success or its failure, although a great deal of responsibility is delegated down the line, and managers at all levels should know to listen before deciding. Communication up and down is essential, but much is always lost or distorted in the process, which adds to the insecurity of many in any institution where procedures evolve rapidly.

These managerial problems are now compounded by our efforts to build a nation-wide network with international interfaces. I alluded earlier to the impact on-line systems in a network environment have, or may have, on collection development, data sharing and document delivery, and this was dealt with in detail in other papers here, as well as in many other places. All aspects of networking have some effect on internal procedures and they tend to integrate better the various branches into a more cohesive unit, but they also create new problems as they offer greater opportunities resulting from sharing. I shall not dwell here on the differences between networks resulting from the voluntary cooperation of institutions which decide to establish common policies, programmes or systems based on common goals and cooperatively managed, and those networks which are the by-product of the fact that libraries buy given services offered by a utility (although the latter are gradually giving a greater voice to users in the development of their systems and services). I have observed with much interest the diversity of management style of several consortia, but I shall leave it to others to elaborate on such a diversity. In our efforts to develop a bibliographic communications network, we naturally are faced with problems of standardization, which are not new, but with such new problems as third party use of data, transborder data flow, cost sharing, as well as the interface between micros and main frames, autonomy and cooperation, all of which have political, economic and legal implications; all of which are also further compounded in an open system interconnection environment where, as is the case with the iNet trial, we found ourselves on-line not only with other bibliographic data banks, but with those of other types of information providers in both the private and the public sectors.

Although further technological developments are needed for iNet to better meet library needs, on which we are working, the future of the system may depend less on its merits as a system than on the need of users for such value added services and on their ability to pay. At the moment, the private information providers are seeking a delay in the launching of phase II of iNet and they want the CRTC (the regulatory body) to examine fully the question: should common carriers be allowed to develop value added information systems? This is another example of the difficulty of long term planning when some of the basic decisions happen to be beyond your control. Be that as it may, there is a considerable increase in the number and complexity of the legal problems resulting from our networking efforts, the traditional bilateral contractual arrangements for the sale, purchase or exchange of given services being supplemented by multilateral arrangements involving a greater diversity of partners.

I have already spoken too long, Mr. Chairman, and in concluding these random remarks, may I emphasize that the management of change involves the management of changes imposed upon us as well as changes which we initiate ourselves. I am struck by the fact that in relatively few years, we have moved from addressing problems regarding what computers and telecommunications technology can do for libraries to asking ourselves more and more what they do to libraries. They do not only have an impact on buildings, processes, services and management (including organizational changes), and on the staff, they also have an impact on autonomy vs cooperation, on self-reliance vs dependancy - and the continued deterioration of the world economy is likely to have a continuing effect on this balance or imbalance - and they will likely have an impact on the nature, level and scope of library services, as more and more full text services develop in the public and private sectors and as the proliferation of minis in the homes provides individuals with rapid access to all sorts of information services, including bibliographic ones, and permit to by-pass the library; and as the information industry, which is profit oriented, will compete more and more with libraries which have a long tradition of free service. I have no time to go into these difficult problems ahead of us - some others will do - but there is no doubt that library managers will continue to have to manage change, a continuing and accelerating change, and to redefine, at least in part, the mission of the library.

Library managers will however continue to perform all sorts of duties which are not necessarily affected by the technological changes which are taking place before our eyes and from which they attempt to benefit. They will no doubt continue to try to manage their own changing timetable and to do all sorts of unrelated things, as I found myself doing in attempting to do as best I could the job I am about to relinquish; that is re-examining policies and programmes, planning, budgeting, reviewing changes in workloads and re-allocating resources; handling crises, receiving visitors, legitimate or not; answering or initiating correspondence; talking on the telephone to people about relevant or irrelevant matters; cultivating people in government or elsewhere whose support the library needs; advising the Minister on appointments to the National Library Advisory Board, or appointing myself, members of several advisory and technical committees and working groups, taking into account geography, language, categories of libraries and of scholars and users; deciding sometimes whether to make decisions on the merits of the case or for their symbolic or promotional value; opening exhibits, attending lectures or concerts; writing personnel appraisals and handling staff grievances; attending committee meetings, attending more committee meetings, and attending even more committee meetings; attending also conferences, seminars and workshops in the hope that I may learn something useful and be able to have the National Library programmes and services better known and understood; participating in the development of government cultural policies (or

the lack thereof) and advising on such international programmes as Unesco's PGI, and so on, and so on, including, of course, trying to cope as best I can with the unpredictable and the unforeseen, and to manage the changes in my own timetable, which sometimes are such that I could not even succeed in preparing on time a paper I promised to give at the IFLA Conference in Munich, and impose on my colleagues some random remarks, hastily written in a Munich hotel, as I just did, for which I apologize, although I am unrepentant, my excuse being that I did not do my paper earlier because I was doing my best at trying to manage change at home.